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ASCAP Approval Asked by Nets, NAB

Combined Drive Started to Obtain Acceptance of Pact; Affiliate Opposition Noted; BMI Future an Issue

WITH THE future existence of ASCAP held to be at stake, NBC and CBS, unqualifiedly backed by the NAB executive committee, last week combined in an effort to restore peace on the music front through acceptance of the new contract proffers of ASCAP, already agreed to by the networks.

While it was generally conceded that dollar-wise, the ASCAP proposition is a "cheap deal" in contrast to demands of former years, there nevertheless was a strong undercurrent among affiliates against acceptance of the network rebate principle plus the repeatedly expressed view that, denials to the contrary, Broadcast Music Inc. would go by the boards as part of the transaction.

Won't Drop BMI

Both NBC and CBS, as well as NAB President Neville Miller, disclaimed any intention whatever of abandoning BMI, and while Mr. Miller said the millenium in copyright has not been achieved, he regarded the present agreements with ASCAP as a "step forward".

A new deadline of Oct. 15 has been set by CBS for return of the music to its network. NBC, however, is trying to effect the ASCAP reunion as expeditiously as possible, but did not specify a date.

The networks made no bones about their desire to restore ASCAP to their networks. Advertisers want the advantage of a greater selection of music, they insisted. Mr. Miller also reflected this view, in his own detailed analysis of the contracts sent to all broadcasters last Thursday, following the network letters dispatched the previous weekend.

Affiliate Response

NBC and CBS each reported receipt of a handful of wires and letters from affiliates agreeing to rebate 2¾% of their revenue from network commercial programs so that ASCAP music might be brought back to the networks, at least.

At its Thursday board meeting, the ASCAP directorate voted to extend for another weekend its blanket permission to all broadcasters, stations and network alike, to broadcast ASCAP music played at football games being aired, without charge or fear of infringement suits. Concerned largely with internal matters, the board did not, as had been loudly prophesied, establish a deadline date of Oct. 10 or 15 and demand that the networks sign their contracts by that time under penalty of having ASCAP toss the whole deal over and file its anti-trust suit if NBC and CBS failed to meet this date.

Abstracts of letters by Mr. Trammell for NBC and Mr. Klauber for CBS on ASCAP contracts on page 57.

The board took no action at all on the radio contract situation, nor was the matter one for general discussion, according to informed sources, which report that most of the society's directors felt that since the contracts had been mailed out to network affiliates only the preceding weekend, the stations had not by Thursday sufficient time to study the lengthy documents. By next Thursday the situation will be different, however, and it was reported that if the networks cannot at that time show a satisfactory response, the ASCAP board may produce the fireworks which some had expected this last week.

Network executives agreed with ASCAP that no volume of answers, either favorable or unfavorable, could be expected in such a short time, but that this week should pretty much tell the story. Such replies as that from Clarence Wheeler, vice-president of WHEC, Rochester, who last Tuesday wired CBS an enthusiastic acceptance, were bound to be the exception rather than the rule, they stated. Both CBS and NBC, however, expressed the optimistic view that their affiliates would in the main sign up promptly and that ASCAP music would be back on these networks in the very near future, quite possibly by Oct. 15.

Wheeler's Support

Mr. Wheeler's wire, addressed to Edward Klauber, CBS executive vice-president, read: "Have read your letter of Sept. 27 thoroughly and am sending you signed copies of agreement between WHEC and CBS. I have followed the negotiations from the beginning and feel that all parties are to be congratu-

President May Name Durr to FCC Post

Alabaman's Name Slated For Place Vacant Since June

BARRING unforeseen developments, President Roosevelt will name Clifford J. Durr, top-flight New Deal attorney, to the vacancy on the FCC that has existed since last June 30.

At a press conference last Friday, the President said he was about ready to send a nomination to the Senate, though he did not mention Mr. Durr by name. The Senate reconvenes Monday (Oct. 6) and the nomination may go up noon that day, or shortly thereafter.

The 42-year-old Alabaman, who has the support of practically the entire Alabama Congressional delegation, originally had been mentioned for the post in August [BROADCASTING, Aug. 25], but afterward it had been reported he was not particularly anxious for it. Since then, however, it was stated in one informed quarter that inquirers at the White House had been advised the President already had decided upon Mr. Durr, but that he desired to finish certain

Clifford J. Durr

tasks at the RFC, where he is assistant general counsel, and at the Defense Plant Corp., an RFC subsidiary, of which he is general counsel, before accepting the appointment.

FCC Chairman James Lawrence Fly conferred with President Roosevelt Sept. 24 and discussed the FCC vacancy. He is understood to have espoused Mr. Durr's appointment.

The FCC post has been vacant since the retirement last June 30 of Frederick I. Thompson, of Alabama, who was not renamed by the President. Mr. Durr's appointment would be for seven years from last June.

Durr Highly Regarded

Mr. Durr, if nominated, will have the support of Senators Bankhead and Hill of Alabama. He is a brother-in-law of Supreme Court Associate Justice Hugo Black and is highly regarded in Administration legal circles. He received his A.B. degree from Alabama U and his law degree from Oxford in 1922, as a Rhodes scholar. He has been in Washington since 1933 as a member of the RFC legal department, and was named assistant general counsel in 1937. With the creation of the Defense Plant Corp. last August, he was named its general counsel.

Mr. Durr, after his graduation from Oxford in 1922, returned to the United States and worked with the Montgomery law firm of Rushton, Crenshaw & Rushton for a year; with Fawsett, Smart & Shea,

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lated on arriving at terms for returning ASCAP music to all who wish to use it." He added that his station would sign a local agreement with ASCAP as soon as the society adjusts an audit made by its own auditors.

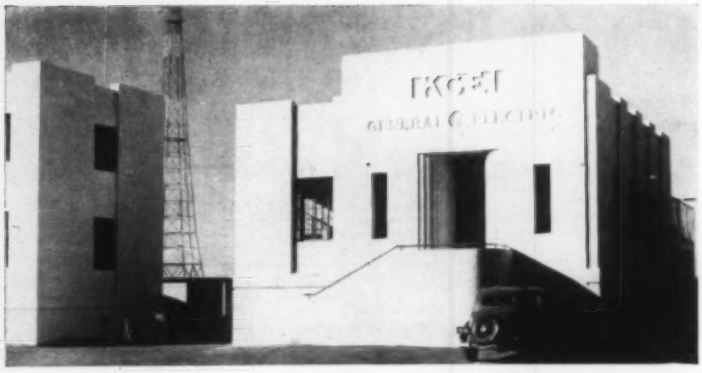
In explaining the delayed responses from stations due to the time necessary to absorb the voluminous detail of the five forms of ASCAP contracts and their accompanying letters, the networks also cited this complexity as proof that they had not been stalling when they had previously explained their own delay in sending out the forms while their own attorneys went over them to eliminate all errors. Even then, several penned in corrections appeared on the forms finally released.

The definition of a network program appearing in the network licenses "a program simultaneously broadcast over two or more radio stations in the United States interconnected by wire, radio or any other means whatsoever," makes no distinction between national and regional networks and apparently would preclude any more favorable terms being given to regional network operators, such as have been requested by John Shepard 3d, president of Yankee and Colonial Networks. Queried on this point, an ASCAP spokesman stated this definition was taken from the Government consent decree and that no answer one way or the other had as yet been prepared to Mr. Shepard's request, on the theory that the important thing now is to get the national network situation settled and that the regional networks rights to preferential treatment will be gone into later on.

It was further pointed out that in dealing with NBC and CBS, ASCAP has prepared only blanket licenses, which were the only ones requested by these networks. If the regionals, as has been stated, are more competitive with individual stations and so should be given the terms of station licenses, network per program forms must also be worked out, a matter which will take a good deal of time and thought.

It was apparent that unless ASCAP soon effected peace with the broadcasting industry, it would lose writer and publisher members left and right. Also, it was reported that ASCAP's only recourse would be the filing of a series of long-threatened triple-damage suits against the industry, although there was some question about the validity of such actions.

Last week music publisher members of ASCAP displayed their anxiety to get back on the air when two of them licensed radio directly to perform music in new picture productions without clearance through ASCAP. These covered the RKO film "Playmates" and the Disney cartoon extravaganza "Dumbo." The RKO music, written by Jimmy Van Heusen and Johnny Burke, has been licensed through Southern Music Co., a BMI music publishing house, while that covering "Dumbo" is through Irving Berlin, Inc., with the numbers written by Ned Washington, Oliver Wallace and Frank Churchill, all ASCAP writers.



LAST WORD in modern design and construction is this new transmitter building, located at Belmont, Cal., of KGEI, General Electric international shortwave station in San Francisco. Operating with 50,000 watts, the station broadcasts on 6190, 9530, 15330, 9670 kc.

There were no complete reports last weekend as to how many affiliates had signed the NBC-CBS commitments, under which they agreed to pay the networks 2¾% of compensation due from them for broadcasting of network programs, covering the proposed rebate on ASCAP payments. While a number of stations previously had committed themselves, there nevertheless existed some degree of apprehension, particularly in the light of the adoption of the NIB convention in Chicago, Sept. 22-23, of the resolution opposing the rebate plan as a circumvention of the consent decrees entered into with the Department of Justice.

No Commitments

NAB President Miller, in his special bulletin to all broadcasters irrespective of NAB membership, recited recent history of the ASCAP negotiations. He brought out that the executive committee on Sept. 9 had recommended favorable consideration of the contracts, with only one negative vote—that of John J. Gillin, Jr., [BROADCASTING, Sept. 15].

After summarizing the proposals, Mr. Miller recounted objections which had been raised and essayed to answer them. He pointed out that the NAB has no authority to act for any station or to commit them to the proposals, and made it crystal clear that no commitments had been given ASCAP.

It it important to remember, Mr. Miller said, that individual station problems may still have to be made the subject of negotiation. For example, he brought out that the contracts do not cover the operation of regional networks, but that negotiations now are in progress.

Recounting the history of the ASCAP negotiations, Mr. Miller stated that three years ago the NAB considered ASCAP the industry's No. 1 problem. When ASCAP refused to negotiate in the spring of 1939, he recalled, the broadcasters decided to take definite steps so as to be in a negotiating position, and BMI was formed.

"When we compare the conditions which existed in 1939 with the conditions which exist today," Mr. Miller said, "we have every right to feel proud of the result which certainly is far better than we dared hope for two years ago. It goes without saying that the existence and success of BMI have been the major factors in producing the successful result."

Regardless of the industry's success to date, Mr. Miller said. it is "very important that broadcasters handle their present problems intelligently in the light of their individual situations so that the fruits of victory are not lost now that they are within our grasp."

After recalling how the present proposals were formulated, Mr.

(*Continued on page 55*)

WFIL Signs First

WFIL, Philadelphia, became the first NBC station to speed the NBC-ASCAP deal, signing its approval to the negotiations Sept. 29. In signing the contract, Roger W. Clipp, WFIL vice-president and general manager, said: "WFIL has signed the O.K. for NBC to go ahead with ASCAP. The time has come to restore ASCAP music to network programs. The deal is right. Every further week of delay is a further irritation to advertisers and the listening public. It is true we got along all right without ASCAP music, but we are not satisfied just to get along all right. We want to give the public its choice of all music it wants without limit. ASCAP has now shown it realizes its mistakes of the past, and we are ready to forget them and join with the composers in giving the public better and better service." WCAU, Philadelphia, on Sept. 29 also signed a contract with ASCAP. The station signed the agreement as a member of CBS and expects to have ASCAP music returned to the station about Oct. 15.

Burke, Van Heusen Abandon ASCAP

'Playmates' Composers Turn Over Rights to Southern

UTILIZING a prerogative extended them by provisions of the consent decree, Johnny Burke and Jimmy Van Heusen, ASCAP Hollywood song writers, with double A classifications, made a break with that Society Sept. 30 by assigning their musical score of the RKO film "Playmates" to Southern Music Co.

Releasing through BMI the deal closed by Ralph Peer, Southern president, is for five tunes featured in the picture. He advanced the team $10,000 against royalties accruing to sheet music sales in mechanical rights.

Film features the Kay Kyser troupe. Through a form letter signed by Burke and Van Heusen, performance rights to the music will be made direct to stations, assuring also extensive use on both CBS and NBC. Under provisions of the consent decree, it was pointed out, ASCAP permission is not needed to place music with other than Society publishers, provided that organization is formally notified.

Two Featured Tunes

Giving the film its first exploitation, Kyser's NBC *College of Musical Knowledge*, sponsored by American Tobacco Co. (Lucky Strike), originates from RKO Studios Oct. 8 with two tunes, "How Long Did I Dream" and "Thank Your Lucky Stars and Stripes", from "Playmates" slated to be featured.

West Coast ASCAP members have threatened for many weeks to withdraw from this Society and work independently. This is the first definite break, with others reported on Hollywood's Tin Pan Alley as ready to fall in line.

KGIR, Z-Bar Network Sign for BMI Music

KGIR, BUTTE, Mont., and the Z-Bar Network, operated by Ed Craney, who has been in the forefront of the copyright battle for a decade, have signed a BMI blanket license to run only until March 11, 1942. Mr. Craney said the transaction did not include the purchase of stock, and is on a blanket basis only. He explained that on March 11, when the networks must clear BMI music at the source under the consent decree entered into with the Department of Justice, he proposed to shift to a use method of payment.

The contracts covered the Craney stations, KGIR, Butte; KRBM, Bozeman, and KPFA, Helena. BMI announced that its roster of subscribers now totals 716, with other additions including KWOC, KRIC, KENO, WJIM, WSOO, WSPA, WRRN, KUIN, KTNM, WSON, KWOS and WMOG.

Congress Checks Fly's 'Reform' Drive

Speaker Rayburn Takes Steps to Slow Down Violent Trend

CONGRESSIONAL intervention to quell the FCC's stampede against commercial radio already has occurred and FCC Chairman James Lawrence Fly has been admonished by no less a figure than Speaker Sam Rayburn to avoid any move toward "social reforms" in broadcasting during the national emergency.

On unimpeachable authority it was learned by BROADCASTING last week that Speaker Rayburn, in a recent conference with Chairman Fly, advised him he thought the Commission should slow down on such projects as its chain-monopoly onslaught, the newspaper ownership proceedings, and several other adventures that would tend to dislocate the industry.

Toward Sanity

The effect of this conference already has been evident in the demeanor of the FCC majority during the last few weeks. A marked tendency toward a more rational course has been detected,with the newspaper inquiry slowed down to a walk and the chain-monopoly regulations, which were to have become effective Sept. 18, still being worked over.

Chairman Fly himself, it is understood, sought the conference with Speaker Rayburn following introduction in the House last August of a ripper bill (HR-5497) to reorganize the FCC by Rep. Jared Y. Sanders Jr. (D-La). This bill followed introduction in the Senate a few days earlier of a somewhat similar measure (S-1806) by Senator White (R-Me.).

Speaker Rayburn, himself former chairman of the House Interstate & Foreign Commerce Committee, which enacted the existing communications law, repeatedly has stated that he regarded the statute as an ideal one. But he has insisted that the difficulty has resulted from FCC administration rather than the intrinsic provisions of the statute.

Speaker Rayburn consistently has maintained that "non-essential" legislation should not take up the time of either house of Congress when national defense requirements are so urgent. In effect, he advised Chairman Fly it was his view that broadcast operations, so important for the maintenance of public morale and confidence, should not be thrown out of kilter by a series of administrative maneuvers or blasts of questionable legal status.

It is an open secret that many complaints have been made to the House leadership about the FCC under the Fly chairmanship. The pressure for legislation on the House side, moreover, has been greater than in the Senate, because of the attitude displayed by Chairman Wheeler (D-Mont.), of the Senate Interstate Commerce Committee, and because of his anti-Administration status on the war issue.

Moreover, there have been complaints that the broadcasting industry, influenced by persistent pressure from the isolationists, has tended to lean over backwards in giving time to those groups, throwing off balance the time used by the Administration or by interventionists.

Interest in Sanders Bill

It is presumed that while Speaker Rayburn is not disposed to push legislation for amendment of the Communications Act, to spell out the limitations of the FCC's jurisdiction., he nevertheless is keeping a watchful eye on the FCC. If the campaign to provoke constant industry unrest persists, it is not beyond comprehension that he personally will step in.

Meanwhile, Rep. Sanders has reported surprising interest in his bill to remake the FCC, setting up autonomous divisions, one of which would handle broadcasting and related matters and the other private carriers falling within the public utility field. This committee has before it proposed amendments to the Securities & Exchange Act as the only immediately urgent business. Several committee members are pressing Chairman Lea (D-Cal.) for appointment of a subcommittee to hold hearings on the Sanders Bill.

At the FCC, it is understood the law department now is redrafting the chain-monopoly regulations, with possibility of Commission consideration this week. In sharp contrast to previous violent denunciations of the networks, hardly a whisper has been heard from the FCC majority on these regulations. Talk was current that the Commission, through an intermediary, has sought to procure from NBC and CBS agreement on their minimum demands with respect to rewriting of the time option rule, so as to avoid a court test and jurisdictional dispute. So far as is known, however, no such commitments have been forthcoming.

Networks May Appeal

At this writing it appears evident that both NBC and CBS will be disposed to go into court as soon as the new rules are issued, on the assumption that there is no middle-group compromise. The networks consistently have taken the position that Chairman Fly, in spite of a somewhat relaxed attitude, is still determined to break the status quo of network operation.

No further word has been forthcoming officially since Chairman Fly conferred Sept. 24 with President Roosevelt. From usually well-informed quarters, however, it was said that the question of superpower, as well as the FCC vacancy, had been discussed, along with other current problems. Chairman Fly, following custom, declined to comment on this conference.

Several members of the House, obviously incensed over the FCC crusades, have indicated that they regard the Commission as being on a punitive expedition and as improperly intruding in the business management of stations.

If the FCC avoids any drastic moves, in line with the reported suggestion of Speaker Rayburn, it is expected that the legislative outlook will be quiescent. On the other hand, should it resume its mailed-fist course, the demand for legislative action will probably manifest itself in the appointment of a subcommittee to consider the Sanders Bill, according to well-informed Congressional sources.

ASCAP Melon

A THIRD-QUARTER distribution of $750,000 to ASCAP members has been authorized by the society's board. While nearly 25% below the $975,000 royalty payment made for the like quarter of 1940, the present sum is much larger than many members had expected, considering the loss of much of ASCAP's revenue from radio this year. Income from MBS, which signed contracts in May for the return of ASCAP music to its network, and from MBS affiliates who took out local ASCAP licenses, helped swell the society's revenue during the summer months and ASCAP states that in all fields except radio 1941 has been by far its best year.

Bristol-Myers Acquires Sunday Period on Blue

BRISTOL-MYERS Co., New York, has purchased the Sunday 9:45-10 p.m. spot on 102 NBC-Blue stations for a new show to feature a name band and a singer. Though neither has yet been chosen, Dinah Shore, singing star of the Eddie Cantor *Time to Smile show*, heard for the same sponsor on NBC-Red, Wednesday, 9-9:30 p.m., has been spoken of for the singing lead of the new program. It is understood that the role will be given to Miss Shore only if Cantor, who has her under exclusive radio contract, will agree to the second show.

It is said the company may cancel its fall spot campaign for Sal Hepatica which was launched Sept. 29 [BROADCASTING, Sept. 29], presumably because of the net show, though Young & Rubicam, New York, agency handling the account, would not comment.

Air Attack in East Will Utilize Radio

Stations Will Cooperate in Army Plane Maneuvers

RADIO will play an important part in the East Coast Civilian Army Air Maneuvers starting Oct. 9 and running until the 16th. Stations from Boston to Norfolk will be utilized by the Army Air Forces to keep air raid spotters informed and for general orders. The maneuvers will be the first to cover such a large area in the East.

To date 21 stations in key cities along the Atlantic seaboard have assured the War Department they will cooperate with the First Interceptor Command at Mitchell Field, L. I., which will coordinate efforts to repel simulated enemy bombing attacks on major East Coast cities.

To Notify Spotters

The stations will use 10 to 15-second announcements on three daily newscasts to inform civilian spotters, numbering 40,000 in the whole area, whether their services will be needed. Stations will be kept informed by Mitchell Field as to the announcements to be made. Maj. Gordon Seville of Mitchell Field is acting as liaison officer between the stations and the Air Forces and cooperating also is the Radio Branch of the Bureau of Public Relations of the War Department.

In addition to civilian spotters, radiolocators will be used to keep the defending forces along the coast informed of "enemy attacks" which may come at any time or place in the Boston-Norfolk area.

Stations promising to cooperate to date are:

WBZ-WBZA, Boston - Springfield; WTIC, Hartford; WJAR, Providence, WBNX, WHN, WOR, WNEW, New York; WCAM, Camden; WSNJ, Bridgeton, N. J.;WKBO, Harrisburg, Pa.; KYW, WCAU, WFIL, WIP, WTEL, Philadelphia; WSAN, Allentown; WBAL, Baltimore; WFBR, Baltimore; WTBO, Cumberland, Md.; WDEL, Wilmington, Del; WRC, WMAL, WJSV, WWDC, WINX, Washington; WRVA, Richmond; WTAR, Norfolk; WGH, Newport News, Va.

Kopf Named V-P

HARRY KOPF, since last October manager of NBC's Central Division, was appointed vice-president in charge of that division by the NBC board of directors at its regular monthly meeting last Friday. Born in Shawneetown, Ill., and a graduate of the U of Illinois, 1925, Mr. Kopf joined NBC's Chicago sales staff in 1931, following six years of selling advertising for Hearst, W. Shaw and *Literary Digest*. On Jan. 1, 1939, he was made sales manager of the network's central division and on Oct. 9, 1940 became division manager.

L. BAMBERGER & Co., New York department store, will sponsor a quarter-hour television fashion show on WBNT, New York, Oct. 10, 9:30-9:45 p.m., as a one-time shot to present its new Molyneux models.

AFM Defers Action on Discs Until Meeting Next January

Petrillo Says Board Must Form Policies First; WSMB and Local Union Reach an Agreement

SETTLEMENT of the last outstanding conflict between the AFM and the broadcasting industry was reached last Wednesday when WSMB, New Orleans, reached an agreement with the AFM local in that city, following which the national union lifted its ban on remote dance band pickups on NBC-Red network, with which WSMB is affiliated.

Network, however, plans to make only sparing use of such pickups as it is devoting its late evening hours to testing studio programs from its various affiliate stations in accordance with a theory propounded by Sidney N. Strotz, NBC vice-president in charge of programs, that there should be an audience for other than dance music on the networks after 11 p.m. (EST), which is earlier in the country's other time zones [BROADCASTING, Sept. 22].

At AFM headquarters in New York it was reported the WSMB settlement calls for the station to continue to employ six musicians as previously and at the same scale with the new contract going into effect on Monday, Oct. 6.

Action on "canned music" by the American Federation of Musicians has been temporarily postponed until the union's midwinter conference in Florida next January, according to AFM President James C. Petrillo.

The AFM international executive board convened in Chicago for a two-day session at the Palmer House, last Tuesday and Wednesday to mull over union problems, and high on the list was the possible regulation or curtailment of recorded music.

At the outset Mr. Petrillo said, "We have to consider what we will gain and what we will lose by placing restrictions on recording by union musicians. If anything at all, we have to formulate general policies first. After all, there are some things we can, and some things we can't do."

No Action Taken

However, after the two-day session he declared no action had been taken and the matter was temporarily postponed. He did not reveal whether there had been any discussion on a brief on recorded broadcasts prepared by attorneys for Local 802 for presentation at the meeting [BROADCASTING, Sept. 22].

The recorded music situation, with emphasis on its use by radio stations, was aired at the AFM Seattle convention last June by Ben Selvin, executive of Associated Music Publishers, who was engaged by the AFM to make a survey on the effects of mechanized music on musicians' jobs. Mr. Selvin reported to the convention that, of an average of seven hours of music broadcast daily by stations, only 58 minutes represented live music played in the studio.

A rule to prohibit union musicians from making phonograph records was proposed at the Seattle convention following Mr. Selvin's report, but no action was taken on the proposal. Since that time, it has been presupposed that some action on recorded music would be initiated by Mr. Petrillo.

In response to a query as to whether the board meeting had considered action on mandatory increases of personnel of studio bands, Mr. Petrillo replied that any such action is up to the locals. "However," he said, "I feel that the locals have been very reasonable as to the number of men employed in a studio band. At the same time, I believe that the radio industry is doing a whole lot to solve our problem. They haven't turned down our demands and we have been able to compromise in every case, settling all our disagreements satisfactorily. Since I have been president of the AFM, there have been 20 strikes involving radio stations, and during that time I have never pulled a studio band. But where a local is in a dispute, we are, of course, right behind them if they need help."

Concerning his double-barreled criticism of Assistant Attorney General Arnold and the Dept. of Justice delivered at the AFM Seattle convention last June [BROADCASTING, June 16], Mr. Petrillo declared that "newspapers at the time carried stories about the remarks made against me and against the union by Mr. Arnold. I replied to those remarks, and I haven't heard anything since then."

Mr. Petrillo left after the board meeting for Seattle to attend the American Federation of Labor convention.

Earle Anthony Appoints Harrison Holliway V-P

HARRISON HOLLIWAY, for five years general manager of KFI-KECA, Los Angeles, on Sept. 29 was appointed vice-president of Earle C. Anthony Inc., that city, according to an nouncement released by Mr. Anthony.

Mr. Holliway

In addition to his present managerial duties of the Los Angeles stations, Holliway will be in charge of all other radio properties, which includes KAXA, mobile unit; KEGA, smaller mobile unit; and the proposed television and FM stations, KSEE, and K37LA, respectively. Before coming to Los Angeles, Mr. Holliway was, for many years, manager of KFRC, San Francisco. He is also director of the NAB 16th District.

UNITED FEATURE SYNDICATE has obtained the newspaper syndication rights to *Berlin Diary*, best-selling current non-fiction book, written by William L. Shirer, former CBS correspondent in Berlin. Book will be released to newspapers in 24 daily chapters, beginning Oct. 13.

Major Market Group Planned; Will Meet Oct. 7 in Chicago

CREATION of a small group of major market broadcast stations having common interests, to function as a sort of trade association, was the reported objective of a meeting to be held at the Drake Hotel, Chicago, Oct. 7, to canvass the prospects for such an organization.

Upwards of a score of broadcasters, it is understood, have been invited to the session, the call for which was issued by Eugene C. Pulliam, WIRE, Indianapolis; W. J. Scripps, WWJ, Detroit; Walter J. Damm, WTMJ, Milwaukee, and Stanley Hubbard, KSTP, St. Paul.

Were at NIB Session

All of the committee members attended the special convention of National Independent Broadcasters in Chicago Sept. 22-23 and, it is presumed, discussed the plan in a general way with FCC Chairman James Lawrence Fly, who was the principal speaker at the NIB meeting.

While details were lacking, it was understood the committee had in mind a small, compact and active group to handle current industry matters of common interest. Among these, it was indicated, were such questions as ASCAP, the musicians problem, superpower, network-affiliate relationships, and newspaper ownership.

Meanwhile, officials of NIB, pursuant to the reorganization resolution adopted at the Chicago convention, were preparing plans for state and territory meetings, to elect accredited representatives [BROADCASTING, Sept. 29]. Under the reorganization resolution, the representatives are to meet not later than Nov. 15 to perfect reorganization plans for a separate trade association. Letters shortly will go out to broadcasters in each state, urging election meetings, after which a date will be fixed for the meeting of the some 50 representatives and for completion of the plan.

Reversal by FCC Is Taken to Court

New York FM Group Appeals Reversal, Grant to WQXR

FIRST APPEALS to be taken from FCC actions involving FM were filed with the U. S. Court of Appeals for the District of Columbia last week by Frequency Broadcasting Corp., of New York, which had been granted an FM station only to have it revoked later.

In two separate appeals filed Sept. 29, the corporation petitioned the court for orders staying the Commission action on Sept. 13 revoking its construction permit and staying the FCC action granting Interstate Broadcasting Co. Inc., which operates WQXR, the same facility previously awarded it. The pleadings were filed by Horace L. Lohnes, counsel for Frequency Broadcasting Corp. Thomas E. Murray Jr., of New York, is the principal of the appellant.

Money Spent

The appeals, almost identical, recited that the Commission on June 17, effective Sept. 9, "without notice, previous hearing or cause" revoked the construction permit previously granted to it to use 45.5 megacycles to serve the basic trade area of New York City. On the same day, Interstate was granted a construction permit to use this frequency and serve the same area "although it had no application on file requesting this frequency".

The court was told that following the initial grant to Frequency Broadcasting Corp. the company proceeded with all necessary plans to complete the construction authorized and expended money pursuant to it. Following the revocation and grant to Interstate, the appeal asserts that Frequency Broadcasting Corp. filed protests with the FCC, but these were dismissed on Sept. 9 and the grant to Interstate became finally effective. It was pointed out that when the FCC set aside its previous grant to Frequency and granted the facility to Interstate, it also granted Frequency a construction permit for a station to operate on an entirely different frequency with a "greatly restricted service area and subject to certain other undesirable conditions".

WJBK Quits NAB

WJBK, Detroit local headed by James F. Hopkins, last Tuesday announced it had discontinued its membership in NAB, as of Oct. 1. Mr. Hopkins attended the NIB convention in Chicago last month and was instrumental in procuring convention action on the anti-superpower resolution.

NBC has announced it will supply football scores to the armed forces of the United States abroad via an *All-American* program to be carried over WRCA, its shortwave adjunct, from 8:15 to 8:30 p.m. (EST) every Saturday.

A Little Bird told us

We're not supposed to know, but it came to us straight that few stations in the U. S. dominate their markets to the degree that WKY dominates Oklahoma City. We've been saying for a long time, and we had stacks of proof for it, that in Oklahoma City "It's WKY 3 to 1."

The little bird told us that among NBC-Red stations in 33 leading markets of the country WKY stands right near the top in station rating. From 3 to 5 p.m., for instance, it stands at the very top! At other periods of the day it ranks 2nd, 3rd, 4th, 5th . . . never lower than 7th all day long.

It just happens that no other Oklahoma City station even comes close to WKY in station rating. It's easy to understand, therefore, that a station which ranks near the top nationally could be and IS the 3 to 1 choice of Oklahoma City listeners and a "must" for advertisers who want to do the best possible selling job in Oklahoma.

WKY

OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
THE DAILY OKLAHOMAN AND TIMES ★ THE FARMER-STOCKMAN
KVOR, COLORADO SPRINGS ★ KLZ, DENVER *(Affiliated Mgmt.)*
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC

Gene Shumate, KSO-KRNT rapid fire sports announcer for 5 years, has THE sports following in Central Iowa.

Don O'Brien is new this season to WNAX. He has years of sports experience and WNAX area fans like his style.

Mac McElroy is the popular sports announcer who handles baseball and other local sports events on WMT.

Sports fans listen to the Cowles Stations because they get sports broadcasts aimed at their special interests. Localized programming has built regular Cowles Stations listeners in this great $2,000,000,000 market.

In the Cowles Stations, you buy a group of stations individually tuned to the likes of a million and a half radio families. You buy active local loyalties. You buy regular audience built by individualized station planning.

The Cowles Stations give you broad, productive coverage — created through the intensive impact of localized station performance.

WMT
CEDAR RAPIDS-WATERLOO
KRNT
DES MOINES

THE Cowles STATIONS

KSO
DES MOINES
WNAX
SIOUX CITY - YANKTON

Represented by The KATZ Agency

Crosley Asks FCC to Explain Just What Hearing Is All About

Multiple Ownership Proceeding Arouses Mystery As Stations Can't Figure What Is Wanted

WITH CONFUSION still running riot because of the ambiguity of its proposed regulations to ban multiple ownership of stations where overlapping service is involved, the FCC, on the eve of the opening of its oral arguments on the issue Oct. 6, was confronted with a request that it specify the "mischief sought to be avoided" by the proposed regulation.

Filed on the eve of the hearing last Thursday was a statement by the Crosley Corp., operating WLW and WSAI, requesting the Commission to issue a statement "as to the premises upon which the proposed regulation is based". It did not file an appearance as such. Similarly, at least a score of other stations which presumably would be affected by the regulation, if invoked as written, did not file briefs or appearances but obviously preferred to remain on the sidelines to watch the course of the proceedings.

Just a Day or Two

With only 16 of an estimated 40 separate "overlap situations" thus far parties to the arguments, and with no unanimity even among those as to the question of the FCC's jurisdiction, there was little to indicate any concerted move toward uniform opposition to the regulation. The FCC on Oct. 1 announced that written notices of intention to appear at the hearing could be filed by Oct. 4, thus relaxing its present edict that all briefs and appearances should be filed by Sept. 22.

FCC Chairman James Lawrence Fly indicated he did not expect the arguments to run for more than one or two days. Last Monday (Sept. 29) a group of attorneys representing stations which had filed appearances met at the office of Horace L. Lohnes in Washington, but the two-hour session yielded no unity of view.

The result, it was indicated, was that each attorney would act separately on behalf of his particular clients. Briefs filed on Sept. 22 [BROADCASTING, Sept. 29] indicated that in most instances the stations affected were disposed to argue extenuating circumstances rather than oppose any ban on duplicating ownership as such. There was still considerable talk of station trades and sales, though no deals were announced as consummated, pending the outcome of the hearings.

The Crosley statement, filed by William J. Dempsey and William C. Koplovitz, former general counsel and assistant general counsel of the FCC, respectively, recited that the corporation had operated WLW since 1922 and WSAI since 1928, the latter station having been transferred to it with the consent of the Federal Radio Commission under the Federal Radio Act of 1927.

Explaining that the Crosley Corp. knows of no facts or reasons which have come into existence since it acquired WSAI which would in any way be a basis for the Commission reaching a conclusion other than that the two stations are operating in the public interest, the statement said that the Crosley Corp. takes the position that its operation of the stations is serving public interest. It also holds that the deletion of either station would not only not serve public interest, but would be contrary to it.

Merely Hypothetical

"The Crosley Corp. is not in a position to argue and does not believe any useful purpose would be served by arguing the hypothetical question of whether the operation of either station WLW or station WSAI by some hypothetical licensee other than the Crosley Corp. would or would not be in the public interest, because that question obviously cannot be argued in the abstract," said the petition. Crosley added that a careful study and analysis had been made of the proposed regulation, but that it had been unable to determine why the Commission feels that public interest would be served by its adoption. In the absence of a statement by the Commission of facts, principles or theory which would justify its proposed regulation, it was added, Crosley does not feel that any useful purpose could be served by an attempt on its part "to speculate as to such reasons and argue as to their validity as a general proposition, or their applicability to the existing situation in Cincinnati."

In the absence of any indication by the Commission as to the "mischief sought to be avoided" by the proposed regulation, the pleading recited that Crosley does not feel that it can be of any aid to the Commission in making suggestions as to the "remedy intended to be afforded". Finally, Crosley requested that the Commission "issue a statement as to the premises upon

(*Continued on page 48*)

OFFICIAL LEGION announcer for the sixth consecutive year was Ellis VanderPyl, promotion director of WGAR, Cleveland, who was chosen at the recent American Legion convention in Milwaukee. VanderPyl was at the public address microphone for more than 12 hours during the Legion's parade.

CBS Executives and ABTU to Meet On Oct. 6 for Selection of Arbitrator

CBS EXECUTIVES will meet with officials of Associated Broadcast Technicians Unit of International Brotherhood of Electrical Workers this Monday, Oct. 6, to attempt to select an arbitrator to rule on ABTU's original proposal for wage increases for CBS engineers, which would average roughly 20% over the scale.

Negotiations were started early in September, broken off, resumed and again broken off after the networks counter offer of a flat 6% increase had been rejected by the union because it was tied up with a provision that any unsettled points which arise during negotiations for a new contract at the expiration of the present five-year agreement a year from now be submitted to arbitration [BROADCASTING, Sept. 29].

Present contract provides for annual consideration of wages, hours and traveling expenses if either side wishes to discuss changes and further provides that if no agreement is reached, either side may ask for arbitration, with the arbitrator to be chosen by mutual agreement. If they cannot agree on a man, then a name will be chosen by lot from the arbitration panel set up by the American Newspaper Publishers Assn. and the International Printing Pressman & Assistants Union.

Russ Rennaker, national business manager for the union, delivered ABTU's request for arbitration to CBS last Tuesday and on Thursday the network suggested the Monday meeting. Meanwhile Mr. Rennaker is carrying on negotiations with WBYN, Brooklyn, and WPAT, Paterson, N. J., for contracts covering the staff technicians at those stations.

Last week ABTU announced it had extended its activities into the recording field by negotiating a contract for the technical employes of Columbia Recording Corp. in New York, Chicago and Hollywood. These men, it was explained, have duties closely approximating those of radio engineers, and so properly fall within the jurisdiction of ABTU. All men covered by the CRC contract, which follows the standard broadcast form with practically no changes, have been members of ABTU for some time, the union reported, and the negotiations had been under way since last summer. It is understood ABTU may seek similar contracts with other recording firms in the near future.

Cigar Spots

CONSOLIDATED CIGAR Corp., New York (Harvester cigars), on Oct. 6 will start sponsorship of three five-minute news periods weekly on WHDF WJMS WIBA WCBS and will place a series of five-minute transcriptions titled *Listen Americans* on 11 other stations. Transcriptions, also three times weekly, dramatize use of products 50-100 years ago and compare them with those now in use. Station list includes: KBUR WHIO WHO KDAL WEAU WTIC WKBH WMBD WHBF WSAU WMT. Contracts are for 13 weeks. Erwin, Wasey & Co., New York, handles the account.

Tea Garden Spots

TEA GARDEN PRODUCTS, San Francisco (jellies), has started a campaign on 21 stations, using 35-word chain breaks. Campaign will run from 10 to 30 weeks. Agency is Erwin, Wasey & Co., San Francisco. The station list: KFRC KSFO KPO KOIN KARM KDYL KGHL KGVO KGIR KPFA KRBM KIDO KOMO KIRO KHQ KOY KTUC KSUN KOH KFBK KQW. In addition Tea Garden Products, on behalf of its syrups, is using 100-word spots in participating programs, five times weekly on KFRC KFBK KARM KQW KOIN. The syrups likewise are being advertised during a 15-minute portion of *Jack Kirkwood's Breakfast Club* on 15 Don Lee-Mutual stations in California [BROADCASTING, Sept. 1].

Mouse Seed Test

W. G. REARDON LABS., Port Chester, N. Y., in mid-September started a test campaign for its Mouse Seed using 100-word spot announcements four to six times weekly in six cities. Spots, to run through the cold season when mice are apt to be pests in the home, feature the name and address of one local dealer carrying the Mouse Seed. If this first use of radio succeeds, the company may expand the campaign next year, according to H. B. LeQuatte Inc., New York, the agency.

Hasty Maid Spots

HEYMAN PROCESS Corp., New York (Hasty Maid coffee), through its newly-appointed agency, Weiss & Geller, that city, is planning a test campaign of announcements in Buffalo, Rochester and Syracuse, to start in late October.

Major Media Programs Of National Advertisers Are Analyzed by Dyke

OF 1,106 national advertisers who spent $25,000 or more in 1940 in one of the three major media—magazines, newspaper and network radio—those who used the latter spent 60% or $219,046,379, according to a survey on expenditures issued by the NBC research division under the direction of Ken R. Dyke, promotion director.

The entire group of 1,106 advertisers spent $367,665,739 in all three media, but the 156 using network radio spent 42.8% for radio, totaling $93,751,548; 30.8% for magazines, totaling $67,467,025, and 26.4% for newspapers, totaling $57,827,806, for the grand total of $129,046,379.

Of those using network radio 91.7% were repeating their use of that media, with 72.4% using it for five years, 32.7% for 10 years, and 4.5% using it since 1927 when the networks were organized. Political advertising was excluded from the study.

Hecker Placing

HECKER PRODUCTS Corp.—Flour & Cereal Div., New York (Cream Farina, H-O oats), has purchased rights to the 15-minute transcribed serial, *Judy & Jane* from J. A. Folger & Co., San Francisco, which is continuing sponsorship in its western markets, and on Sept. 29 began Monday-through-Friday broadcasts on WOR WBZ-WBZA WJAR WFIL WBEN WSYR KSFO WTRY. In addition the company on Oct. 6 will start a series of one-minute transcribed announcements six times weekly on KMJ, Fresno and KNX, Los Angeles. Agency is Maxon Inc., New York.

Smith Carpet Spots

ALEXANDER SMITH & SONS Carpet Co., Yonkers, N. Y. (Colorama and Floor-Plan rugs), last week launched a 10-week campaign of one-minute transcribed announcements, 3-6 times weekly, on the following 27 stations: WLBZ WNAC WORL WBZ-WBZA WICC WCAX WSAR WHAI WTIC WTHT WHYN WLAW WCOU WFEA WELI WNLC WNBH WCSH WHEB WBRK WJAR WPRO WSYB WESX WWSR WBRY WTAG. Anderson, Davis & Platte, New York, handles the account.

Photo Firm's Spots

FRIENDSHIP STUDIOS, Elmira, N. Y. (photographs), on Sept. 15 started a 13-week campaign of one-minute live spot announcements three to six times weekly on the following stations: WWVA WCAR WFBM WMMN WROK WINN WSOC WABY WCLE WHKC WCBS WBEN WDZ WPIC WAIT WHBL WPEN WLLH WKRC WDRC. Phil Gordon Agency, Chicago, placed the account.

JIM COLEMAN, formerly of the *Vancouver Province*, now edits the only wire service radio sports column in Canada, distributed on its regular radio circuit by Press News Ltd., Toronto, subsidiary of Canadian Press.

1889 Thomas W. Symons Jr. 1941

THOMAS W. SYMONS JR., one of radio's best known personalities and prominently identified with western broadcasting since 1922, died suddenly last Thursday on his farm near Newberg, Ore., a few miles from Portland. He had suffered a stroke Wednesday evening and the end came early Thursday morning.

Always in seemingly robust health, Mr. Symons, who was 52, had been in the East the preceding week. After attending the NIB convention in Chicago, he went to Washington and then visited his aged mother at Northampton, Mass. Those who saw him in Chicago and Washington said he appeared in excellent health and spirits. He had flown back to Portland Sept. 26.

Funeral services were held last Friday afternoon at the Newberg Chapel. He leaves his wife, Frances Rutter Symons; his daughter, Virginia Page Symons, and his son, Thomas W. Symons 3d, now with the Royal Canadian Air Force in MacLeod, Alberta. He also is survived by his mother, Mrs. T. W. Symons, of Northampton. Mass.; a brother, Noel, attorney of Buffalo, and a sister, Mrs. Cortlandt Van Winkle, of Northampton.

Widely Respected

Modest almost to the point of shyness, Tom Symons was universally respected and admired in the industry. He seldom talked of his attainments in radio and persistently shied from personal publicity.

A pioneer in both aviation and radio, Tom Symons placed KFPY, Spokane, on the air in 1922. He established KGIR, Butte, in 1929, with E. B. Craney, and along with Mr. Craney purchased KXL, Portland, in 1937. His associate at KFPY is Arthur L. Bright, vice-president and general manager.

Widely-known as an aviator prior to his entry in radio, Tom Symons was a flight commander during the first World War, serving from 1917 to 1919 in the air service. He was a captain in the 41st Division Air Service of the Washington National Guard at Spokane for several years, and headed the Symons-Russell Aviation Co., operating from Spokane in the early days of aviation. Afterward, he pioneered commercial airline operations between Spokane and Walla Walla, Wash.

Active in Industry

Tom Symons was born April 22, 1889 in Washington, D. C., the son of the late Col. T. W. Symons, of the Army Engineers, and Mrs. Symons. His father was instrumental in laying out Washington's famous Potomac Park and Speedway, as Chief of Army Engineers. Col. Symons first went to Spokane in 1870, at which time he purchased property which still bears his name. The Symons Bldg., in which KFPY is located, is on part of this original purchase and is in the center of Spokane's business district.

Tom Symons was graduated from Yale and Oxford Universities. He later studied law at George Washington University in Washington,

and while he passed the bar, he never practiced law.

Active in industry affairs, Mr. Symons served several terms on the NAB Board of Directors. After acquiring KXL with Mr. Craney, Mr. Symons purchased a large farm near Portland, taking up his permanent residence there following a generation in his native Spokane, KXL recently began operation with 10,000 watts on 750 kc., and Mr. Symons had been working at a heavy pace in getting the station on the air.

Network Courtesy

NEW YORK traffic not permitting even a dash of a few short blocks in five minutes, WABC, New York, is allowing WOR, New York, the use of one of its studios so that Announcer Charles Stark can keep a job at each of the rival stations. Stark announces the *Kate Smith* program on CBS Fridays from 8 to 8:55 p.m. and is due at WOR at 9 p.m. to announce for Gabriel Heatter. The trip is impossible in that time—hence the courtesy arrangement with a WABC engineer at the control for the WOR news program.

Big Hookup for Fibber

S. C. JOHNSON & SON, Racine, Wis. (wax), on Sept. 30 added 30 stations to the network carrying *Fibber McGee & Molly*, which returned to the air that day after a summer replacement for *Fibber* 129 NBC-Red stations, one of the largest commercial networks ever assembled. Program is broadcast Tuesdays, 9:30-10 p.m. (EST). Plans for continuing *Hap Hazard*, summer replacement for *Fibber McGee & Molly*, in its own spot on Wednesdays, have been temporarily shelved. Account is handled by Needham, Louis & Brorby, Chicago.

Two Programs on Blue Are Planned by Sterling

STERLING PRODUCTS, Wheeling, for its subsidiaries, R. L. Watkins Co., New York (Dr. Lyon's Tooth Powder), and Bayer Co., that city (Bayer's aspirin), has purchased two weekly half-hour spots for new shows on 63 NBC-Blue stations, Monday, 10-10:30 for Dr. Lyon's and Wednesday 10-10:30 for Bayer. New shows are to get under way Oct. 20 and 22 respectively, but as yet the format for neither has been decided on.

R. L. Watkins is also sponsoring *Manhattan Merry-Go-Round* and *Backstage Wife* on NBC-Red and *Orphans of Divorce* on the Blue, while the Bayer Co. has *American Album of Familiar Music* and *Young Widder Brown* on the Blue and *Second Husband* on CBS. Blackett - Sample - Hummert, New York, handles both accounts.

Kress Feeler

S. H. KRESS & Co., New York (retail chain), starting Oct. 3, for the first time in its 50-year history is using radio, with a two-week test campaign of four five-minute programs and one participation daily, six days a week, on WOV, New York. The five-minute programs are women's shows featuring Helen Hall, starting at 9:15, 9:30, 9:45 and 10:30 a.m., Monday through Saturday. Participations are in Dick Gilbert's *Fifth Ave. Troubador*, 9:05-9:15 p.m., Sunday through Friday. Nationally known cosmetics featured in the Fifth Ave. store are plugged. Account was placed direct.

Cracks for Wax

TWIN CITY SHELLAC Co., Brooklyn (Dan-Dee floor polish and wax), recently placed a series of one-minute transcriptions on WHN, New York, as the start of a general campaign on an unnamed number of stations in the East to get under way within the next month. Discs feature a character, *Dapper Dan*, who presents humorous daily philosophies in rhyme. Piedmont Agency, New York, handles the account.

Magazine in 40 Areas

MACFADDEN PUBLICATIONS Inc., New York (*True Story* magazine), on Oct. 6 launches its monthly campaign of spot announcements on an undisclosed number of stations in 40 markets. Company conducts the campaign approximately two weeks each month to publicize the current issue of *True Story*. Arthur Kudner Inc., New York, handles the account.

Jelke on 23

JOHN F. JELKE Co., Chicago (Good Luck margarine), has placed quarter-hour transcribed musical series *Happy Meeting Time*, featuring Frank Luther and Zora Layman, thrice-weekly on the following 23 stations: KLZ KMBC KSD WGN WFBM WAVE WSMB WJR WAGE WTRY WJAR WBAL WDBJ WRVA WCAU WGNY WBAB WKNY WBOW WKIP WHN WCBS WSPD. Agency is Young & Rubicam, New York.

"We have abundant proof that SPOT BROADCASTING has done a real job of delivering prospects"

says K. B. ELLIOTT
Vice-President in Charge of Sales
The Studebaker Corporation

K. B. ELLIOTT

THE STUDEBAKER CORPORATION
SOUTH BEND, INDIANA

Mr. John Blair
John Blair & Company
520 North Michigan Avenue
Chicago, Illinois

September 17, 1941

Dear Mr. Blair:

Spot radio broadcasting has become a very important part of our advertising activities. I am told we are doing more of it than any other automobile manufacturer.

We, at the Studebaker factory as well as many of our distributors and dealers, have abundant proof that spot broadcasting has done a real job in delivering prospects to Studebaker showrooms.

I want you to know that we are particularly well pleased with the effective tie-in merchandising that your stations have been doing on behalf of our programs. I have every reason to believe that this cooperation contributes considerably to the success of our radio advertising.

Yours very truly

K.B.Elliott/H

Vice President
in Charge of Sales

IN '41 1940 1941

NOT JUST ONCE—BUT YEAR AFTER YEAR STUDEBAKER WINS IN THE FAMOUS GILMORE ECONOMY RUN!

SPOTS CHOICE OF MARKETS for every budget!

SPOTS CHOICE OF STATIONS in every market!

SPOTS CHOICE OF TIMES on every station!

Spot Broadcasting has proved its selling power to Studebaker sales management . . . proved it in *results!* Factory, distributors and dealers alike have seen the way Spot Broadcasting delivers prospects to Studebaker showrooms. They know this powerful flexible advertising hits hard... *where* and *when* they want it. They know Spot Radio works more effectively, more efficiently because Studebaker itself can select...without restriction ...the big, known audiences on the best stations in the most profitable markets.

Furthermore, John Blair stations have added to Studebaker success through local tie-in merchandising... parades, displays, special broadcasts and publicity. It's a Spot Radio bonus that you should know about. Ask a John Blair man.

JOHN BLAIR & COMPANY

CHICAGO
NEW YORK
DETROIT
ST. LOUIS
SAN FRANCISCO
LOS ANGELES

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

NATIONAL STATION REPRESENTATIVES

Seminar on Freedom of Press Features Newspaper Hearing

Philosophic Slants on Newspaper Ownership Are Given by Harvard Professors at Hearing

FEATURING a two-day academic seminar on freedom of the press, the Constitution, censorship and public opinion, the FCC last Thursday and Friday opened up on various phases of its philosophy underlying the newspaper-ownership inquiry.

Supplying reams of philosophic testimony, three witnesses appearing at invitation of the FCC revealed that a major premise in the Commission's argument against ownership of radio stations by newspapers lay in the idea that freedom of the press, as provided in the Bill of Rights, must be reinterpreted in a modern light.

Guffey Blast

Credence to this view, as representative of New Deal thought, was given last Thursday when Senator Guffey (D-Pa.), in a speech on the Senate floor, blasted the operation and management of the Scripps-Howard newspaper chain.

Three witnesses appeared at the Thursday and Friday sessions—Morris L. Ernst, counsel for the American Civil Liberties Union, Prof. C. J. Friedrich, Harvard government professor, and Prof. Zechariah Chafee Jr., of the Harvard Law School. Mr. Ernst, who was on the stand all day Thursday, is scheduled to return and conclude his testimony Friday, Oct. 10, under cross-examination by Louis G. Caldwell, counsel for WGN, Chicago.

The FCC hearings are scheduled to resume Thursday, Oct. 9, with appearances by representatives of United Press, Associated Press and International News Service. These appearances will reopen this phase of the proceedings.

FCC Chairman James Lawrence Fly, at his press conference last Monday, indicated the hearings would continue for "some weeks", although he refused to hazard a guess on a date for finishing the inquiry. However, it is believed that they may run on indefinitely, particularly since it is becoming apparent that the plans for three-day sessions each week are not working out.

Bulky Exhibits

Apart from the long philosophical dissertations on the Constitution and free press rights, which were the main course through both days, the hearing record grew considerably through addition of such items as several full-size publisher volumes from which excerpts were read during testimony and cross-examination. Counsel tables were piled at times with several books and mounds of pamphlets, only part of which were offered for the record.

Several times during testimony, counsel interrupted to question the credibility of testimony and to caution against the apparently endless range of the inquiry, both chronologically and subjectively. Joking references were made by Judge Thomas D. Thacher, chief counsel for the Newspaper-Radio Committee, to the extension of testimony from dates before Christ, through the Constitutional convention in 1787, to the present, and even into domestic relations.

Ernst Philosophy

The entire Thursday session was given over to the testimony of Mr. Ernst, who, after developing his thesis that no single person or entity should control "the pipelines leading to the market place of thought," engaged in a long philosophical discussion of his stand with Chairman Fly, Judge Thacher and Mr. Caldwell. Mr. Ernst came out flatly against the ownership of any radio station by newspaper interests.

Before Mr. Ernst took the stand, William A. Porter, Hearst Radio counsel, made a brief appearance on behalf of King Features Syndicate to request extension of the return date on an FCC subpoena issued against Joseph V. Connolly, King Features president. Chairman Fly granted an extension from Oct. 2 to Oct. 9.

With direct examination handled by Telford Taylor, FCC general counsel, Mr. Ernst briefly reviewed his activities with the American Civil Liberties Union and some of his extensive writings on free speech and censorship.

The constitutional guarantees of freedom of press and speech constitute one of the main considerations in the newspaper-ownership situation, Mr. Ernst declared, observing that the Bill of Rights in the Constitution is this country's great contribution to the history of the world.

He pointed out also that the right of a free press in 1787, at the time of the Constitutional Convention, was a very different thing than in 1941, since it must be considered in relation to the situation of the times. "This business of freedom of thought is a proposition expanding and contracting like an accordion," he stated.

Much More Literate

With the world always worried at any new means of educating humans, it must be kept in mind during times like the present that the society of today is much more literate than that of years ago, and that it is easily reached through such means as the press, radio and motion pictures, he said. Although the actual number of newspapers has been shrinking for years as the result of consolidations, they are reaching more and more people in the country, he observed, adding that the traditional freedoms not only are threatened but cannot continue to exist if this trend continues, i.e., fewer and fewer people controlling the pipelines to the market place of thought.

Declaring that there are evils implicit in the mere power to bottle up these pipelines, Mr. Ernst questioned that the answer could be found at either extreme, implying rather that the problem lay in where to draw the line on such propositions as newspaper ownership of radio stations—whether they should be allowed to own none, a few, 300 out of 800, or all of them. He maintained that both newspapers and radio are going to lose their vitality unless they are set up so they can criticize each other.

If there were too much abuse of a dominating position over these pipelines, threatening to wipe out the freedoms provided in the Bill of Rights, the people themselves would rise up and cry, "Take 'em over," he declared. "But what frightens me most is that the Government might take over," he added.

If the press of the country does not have the vitality to stand without the crutch of radio, or vice versa, then the time has come when something new is needed, he declared. He held that the networks refused to carry a debate on the network-monopoly rules, in which he proposed that their respective presidents participate, because "nobody was there to razz them into it."

Pointing out that "truth will pay out in the market place," Mr. Ernst maintained that newspapers in covering the newspaper-ownership inquiry should let their readers in on their prejudices, tell them outright that the newspaper has a definite stake in the outcome of the proceedings.

Commissioner Craven, who took an active part in the examination of Mr. Ernst, asked what difference it made whether one applicant or another got a license, so long as the Government has the final say on whether he can keep operating. Mr. Ernst answered that no commission in the world could completely remedy negative action, i.e., get a spot on the air for all programs that should be heard but cannot get time.

Cross-examined by Judge Thacher, Mr. Ernst reiterated that he favored a ban on newspaper ownership of radio stations. He held that the FCC should lay down a broad philosophical rule on that matter rather than treat it on a piece-by-piece basis, because the odds go against control as time goes on. Maintaining that it often is an advantage to one party merely to keep something off the air, he stated to Judge Thacher, "Don't tell me the owner of a mike doesn't have a tremendous advantage."

'Less Than Honest'

Asked how he would have it decided as to who should get on the air, Mr. Ernst declared he would have it determined on "about the same basis as now," except that he would "cut under" the station owner who also has a newspaper or otherwise dominates the market place of thought.

He declared that it was "far less than honest" for the press to carry news stories on the inquiry without revealing that newspapers have a substantial financial stake in the proceeding. He declared that one cannot maintain the theory of the Bill of Rights and the market place without disclosing financial interests. This drew the answer from Judge Thacher that apparently a newspaper, in writing about

THIS EARLY-VINTAGE BRUSH one-lunger was at the airport last week to greet H. Preston (Pete) Peters, New York partner of Free & Peters, station representative, as he paid his first visit to Fresno, Cal. Clyde F. Coombs, general manager of KARM, thought up the stunt, as he says, "just to prove that the wild-and-wooly West enjoys the same modern appurtenances of which Pete's home town boasts." Taking the ride to town in the jalopy are (l to r) Mr. Peters, Mr. Coombs and A. Leo Bowman, San Francisco manager of Free & Peters.

MOST LISTENED-TO STATION IN AMERICA'S MOST PROSPEROUS MARKET

WWJ

With defense activity raising industrial output to the highest point in history and with factory wages pushing buying power up to new peaks, advertisers in the great Detroit market now have an *opportunity for profitable selling* that has not been equaled since the late '20's.

Especially is this so for advertisers employing Radio Station WWJ for it is a survey-proven fact that more Detroiters listen to WWJ than to any other station in this big, booming market. For low cost coverage in America's most prosperous major market, investigate the unusual opportunity afforded by WWJ now.

WWJ

National Representatives

George P. Hollingbery Company

New York -:- Chicago -:- Atlanta
San Francisco -:- Los Angeles

Member NBC Basic Red Network
Associate Station W45D—FM

taxes or the rising price of food, should insert in its stories a notation to the reader that it pays taxes or buys groceries.

A great part of Mr. Ernst's testimony was drawn out under cross-examination by Mr. Caldwell. Describing the organization of the Civil Liberties Union, he said it had existed for several decades, that it had only a "negligible budget," that it had 5,000 or fewer members, that it often defends the unorthodox or outcasts, and that its only "position" has been taken on the Bill of Rights. He stated also that the National Council of Freedom from Censorship was formed by the ACLU, although membership was far from duplicated, and that it specialized in fighting the suppression of plays, books, movies and such.

Books in Evidence

Mr. Caldwell offered for the record two of Mr. Ernst's books, *Too Big* and *The Censor Marches On*, along with two ACLU publications. During his cross-examination, he occasionally read a passage from these exhibits, querying Mr. Ernst on their meaning or pertinence.

Asked by Commissioner Craven if his position against newspapers owning stations did not amount to discrimination, Mr. Ernst said he did not know of anything in life that is not discriminatory, in the sense that a line must be drawn somewhere. He added under further questioning: "I'd be more frightened of the Government than of one newspaper owning all the stations."

Continuing his exhaustive examination of Mr. Ernst's philosophy during the afternoon session, Mr. Caldwell next questioned the witness on censorship considerations. Mr. Ernst held that although subsequent punishment after the act is dangerous, it is not as objectionable as previous restraint.

Mr. Ernst stated also that he would not prohibit colleges from operating radio stations, explaining that the ban should be exercised only against the "wholesale means" of reaching the public, such as the press, movies and radio.

Friedrich Appears

He declared that he did not think station operators had given the forum idea as much time as they could, particularly in situations where there have been numerous applications for time which have been refused. He maintained that the failure of a station to put programs on the air should be considered by the FCC in renewing the license of the station.

Before he was excused from the stand by Chairman Fly, Mr. Ernst engaged in a protracted exchange of historical information on the philosophy of freedom in America, with Mr. Caldwell referring him to various constitutional developments from the 18th Century on.

Testifying during the entire Friday morning session, and on into the afternoon, Prof. C. J. Friedrich, Harvard professor of government and well-known writer in the field of constitutional government and public opinion, outlined his findings on newspapers' effect on public thinking. Director of the Radio Broadcasting Research Project at Harvard, he said studies already have been published on radio advertising, radio broadcasting during war times and the government in radio.

Prof. Friedrich declared that anyone interested in the study of constitutional government necessarily should pay some attention to communications, which heretofore have been neglected by scholars. Declaring that there is a free press today, although not so free as it once was, he observed that the makers of the Constitution had assumed a partisan press, believing that different points of view would be voiced in different publications, rather than in a single one.

Declaring that newspapers of today have become a unit of economic production, manufacturing newspapers, he commented that as this condition expands and interest in dollar volume and profits increases, quality of newspaper service may suffer. This may result from such things as "manufactured news", he said, pointing to editor-inspired campaigns such as the Spanish-American war.

Diversified News

The public does not get what it wants in either press or radio, he declared, maintaining that no survey would show otherwise. He said he would favor a newspaper law that would protect the good newspaper from the bad one.

Radio has barred such things as the crusading editor, Prof. Friedrich observed, adding that for commercial reasons stations were unable to carry as many forum programs as they should. Pointing out that monopoly in the "opinion industry" is quite different from economic monopoly, he said he thought the common man will get his biggest break and gain importance in a constitutional democracy when he gets his facts from a number of diversified sources.

Although as a general rule ownership of information media should be diversified, he said, there probably were cases where joint ownership of more than one media were justified. In these cases, where question arose over the economic support for separate ownership of these media, he said the burden of proof should be placed on the applicant for joint ownership, requiring him to show just how he would provide a suitable service. If there is joint control of more than one media, he continued, then that control should be balanced by judicial methods through a regulatory commission such as the FCC.

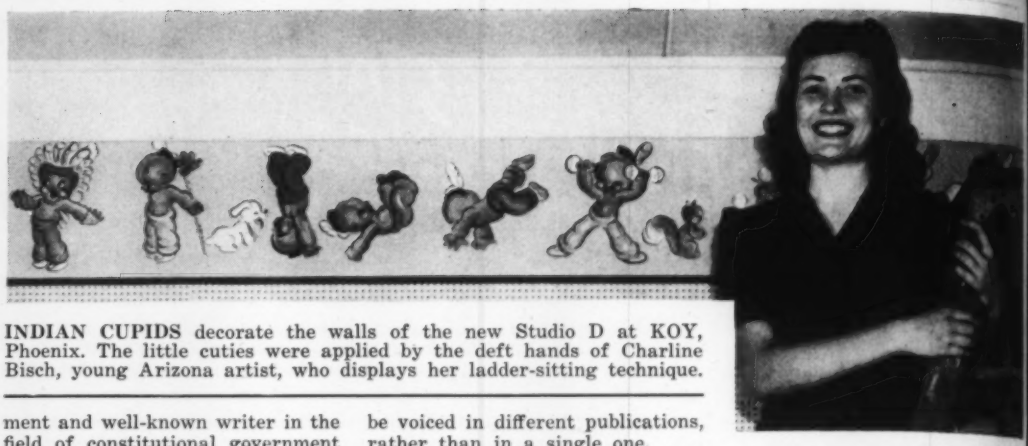
Penalty for Falsity

Asked by Commissioner Craven if there were any danger in the FCC's saying that one class of applicant can and another cannot get a broadcasting license, Prof. Friedrich commented that although "slight danger" might result from this responsibility, it nevertheless was necessary to prevent concentration of power and control over press and radio. He alluded to such examples as the Northcliffe newspapers in England, the Coty publishing interests of France, and the Hugenberg chain of newspapers in Germany, pointing out that such concentration is one basis of the rise of dictatorships. He remarked that the decline of the German republic had accompanied the rise of the Hugenberg chain, backed by munitions interests.

Responding to cross-examination by Judge Thacher, Prof. Friedrich said he had been educated in four German universities, coming to the United States in 1922 and starting teaching at Harvard in 1926.

Asked by Judge Thacher what prohibitions he would put on the

(*Continued on page 49*)



INDIAN CUPIDS decorate the walls of the new Studio D at KOY, Phoenix. The little cuties were applied by the deft hands of Charline Bisch, young Arizona artist, who displays her ladder-sitting technique.

Trammell Urges Forming of Committees To Coordinate NBC Defense Activities

PROPOSAL to form two radio planning and advisory committees for closer coordination on national defense has been offered to the 239 stations of NBC's Red and Blue networks in a letter dated Oct. 6 by Niles Trammell, NBC president, with temporary members for the two committees already invited to attend organization meetings in New York, Nov. 4 and 5.

To provide a flow of advice on local broadcasting conditions from all sections of the country, each committee will consist of seven members representing the seven different regions into which this country is segmented, according to the plans. Representatives will be ultimately selected by the members of NBC's Red and Blue services in the respective districts, on a basis to be determined by the affiliated stations. Objective of the committees is better to integrate broadcasting service with the growing demands of the nation's defense and the maintenance of public morale.

Joint Problems

In his letter, Mr. Trammell suggests that the major problems of the industry be considered "first, as they pertain to the national emergency, and second, as they pertain to our joint needs of network and station operation. Certainly we will want to evaluate program and sales policies and public service requirements together with the general economic and social situations that confront us."

Temporary representatives already invited to meet with Mr. Trammell to determine plans for the selection of those to be chosen regularly in the future are: On the Red network committee, Paul W. Morency, WTIC, Hartford; James D. Shouse, WLW, Cincinnati; John J. Gillin, WOW, Omaha; Edwin W. Craig, WSM, Nashville; O. L. Taylor, KGNC, Amarillo; Sid S. Fox, KDYL, Salt Lake City, and Harrison Holliway, KFI, Los Angeles. On the Blue committee are Harry C. Wilder, WSYR, Syracuse, and WTRY, Troy; Sam Rosenbaum, WFIL, Philadelphia; Elzey Roberts, KXOK, St. Louis; Henry P. Johnston, WSGN, Birmingham; Harold Hough, KGKO, Dallas, and KTOK, Oklahoma City; Tracy McCracken, KFBC, Cheyenne, and Howard Lane, KFBK, Sacramento.

After their first meetings, the committees will convene quarterly, on the first Tuesday and Wednesday of each third month. The committees also will be available for special call in the event of an emergency either at the request of NBC or of the chairman of either committee.

EASY WAY TO ZIP OPEN A CLOSED MARKET

The Scranton—Wilkes-Barre Market (17th in the U.S.) is clamped tighter than an oyster to the signals of outside stations. The Pocono Mountains and a few other natural obstacles see to that.

But inside the 17th Market WGBI really gets around. It gets into every nook and corner . . . it's the only station heard throughout the area. That's not hard to understand when you know that WGBI is the only regional or clear channel station serving this industrial population of 652,000.

A Dr. Starch Survey found that 98% of the daytime listeners and 96% of the nighttime listeners in Scranton's home county (largest in this Market) tune in WGBI regularly.

A CBS Affiliate
880 kc • 1000 WATTS DAY
500 WATTS NIGHT

JOHN BLAIR & COMPANY
National Representatives

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

WGBI

SCRANTON, PA.

SCRANTON BROADCASTERS, Inc. *Frank Megargee*, Pres.

How a Station Covered the Maneuvers

Local Angles Brought To Audience With Disc Programs

By DAVE BAYLOR

Production Manager, WGAR, Cleveland

FOR THE ARMY, the recent battle of Louisiana was an ambitious experiment, mainly for the purpose of determining whether concentrated artillery and numerically superior infantry could stop well-armored and speedy mechanized divisions.

For radio stations and networks attached to either side, however, it was an experiment to see whether or not radio could perform a public service by broadcasts directly from the warfront. According to incomplete returns just now coming in, it can be done.

Radio's aim appeared much the same as with the World Series, the National Open or the National Air Races—to bring its listeners a play-by-play account of a special event. But there is another and more important two-fold service which the industry has consciously or unconsciously performed. Namely: a combination reportorial job on the actual happenings, and a job of telling the story of the training progress of the Army to civilians.

Local Interest

The manner in which the various stations involved in the Sept. 15-30 maneuvers went about the job they had to do varied according to the results they desired to achieve. The coverage varied all the way from an over-all picture, as given by the networks to a purely localized treatment of human interest features as covered by some of the independent stations.

The WGAR aim fell in the latter category. Our interest was with the 37th Division which is made up of Ohio National Guardsmen and Selectees.

We did not depend upon direct broadcasts, but used mobile transcription equipment which we felt gave us greater flexibility in the remote sections where the front-line action occurred. Thus we were able to bring descriptions of Cleveland boys on the firing line to the Cleveland audiences. For the networks, where lines were involved, it was more difficult, since what lines there were in such remote sections, were either taken over by the Army or not suitable for broadcast. For the area in which the maneuvers took place was sparsely inhabited, with roads all but impassable for any but Army vehicles.

We were given the use of an Army truck which carried a 110 volt A-C generator supplying current for our transcription equipment. This gave us the advantage of being where the action was hottest, at the very time it was taking place. Unfortunately, however, the "real thing" where a battle is concerned is considerably less dramatic than radio listeners have been led to believe.

One of the most heartening things was the excellent cooperation we received from all the officers and the men with whom we came in contact. They realize that radio offers a new source of publicity which is so necessary if they are to get the proper civilian reaction. Their loan of Army vehicles and drivers for our use was an example of such fine cooperation, since it is no military secret that the Army is as yet not up to full equipment where vehicles are concerned.

It's No Picnic

If your station, Mr. Broadcaster, plans war maneuver broadcasts, or similar features, advise your staff they must put aside all thoughts of fine hotels at company expense and luxuries of a like nature if they are to see and broadcast the real thing. Like the soldiers, we went without baths, without sleep and at times without foods for limited periods, in order that we could be there when "the shootin' started".

To be accurate and authentic you must move when and where the Army moves. If they sleep on the ground, you must also. If they're where the chiggers bite, don't think for a moment that these little anti-social creatures will grant you the immunity to which your civilian status entitles you. Travel lightly, and be ready to move on a moment's notice.

Don't think you know where your next meal is coming from, because you might not be there at mealtime. You'll learn to buy canned foods which can be consumed cold, or you will get on the good side of a mess officer who will issue you some "iron rations" (which, incidently, are delicious) when you start for some unknown destination.

The consensus was that the biggest difference between radio and other coverage resulted from the refusal of broadcasters to "expert" the battles. Radio correspondents told the tactical story in terms of the average man and woman, along with accounts of what the soldiers were doing in addition to their tactical missions and how they were taking it. The only exceptions to this general observation would be features like the three shows of Major George Field Eliot for CBS, which were largely from the point of view of a military analyst.

A CREW covered the Louisiana Army maneuvers, especially Ohio divisions, for WGAR, Cleveland. Carl George (left), WGAR program director, stands by as Maj. Gen. Robert S. Beightler, commander of Ohio's 37th Division, tells about it.

Network Pickups

With four stations maintaining special crews in the area throughout the maneuver period, all of which concentrated on recorded pickups and descriptions, the direct pickups fell to the networks. MBS carried three shows weekly from Blue (Third Army) positions, using WNOE, New Orleans MBS affiliate as originating station, along with three transcribed programs weekly from the area.

Jimmy Gordon and Jon Duff were MBS correspondents with the Blue Army. The three recorded shows each week were air expressed to WOR and rebroadcast on MBS from that point. Recording equipment recently acquired by the Radio Branch of the War Department was used.

NBC and CBS, through special agreement, helped solve the wire-line dilemma by scheduling their broadcasts within the same 30-minute period. Thus, the telephone company was able to clear lines for testing and transmission for as little as two hours on days of four network shows and only one hour for two-show days. Ken Fry, of NBC special events in Chicago, was in charge of NBC operations in the Blue area, with Bill Slocum in charge for CBS and Brewster Morgan handling the two CBS *Spirit of '41* shows originated at the maneuvers. These three, along with Jimmy Gordon, for MBS, and Jack Harris, news and special events director of the Radio Branch, headquartered at Lake Charles, where they coordinated pickups from Blue and Red areas.

Not including direct network pickups, a total of 107 programs were originated during the four weeks in Red (Second Army) territory. Superintended and aided by Brooks Watson, of the Radio Branch, special crews were maintained in Red territory by WLW Cincinnati, WHAS, Louisville, WSM, Nashville, and KWKH Shreveport. Of the 107, 12 were produced for Texas State Network, six for MBS, and the remainder for the individual stations—among them 23 for WLW, which released the programs through a special 16-station network, and 10 more for WLWO, Crosley shortwave outlet.

Regarded as an outstanding accomplishment of radio forces was the action of the Second Army Radio Section in "capturing" KALB, Alexandria, on the opening day of the maneuvers and using it for "combat purposes" [BROADCASTING, Sept. 29]. The same group previously had demonstrated military operation of KELD, Eldorado, Ark., as a goodwill gesture.

Army's Largest Peace-Time Maneuvers Bring Tribute to Radio for Coverage

For additional news and pictures of maneuvers see pages 50, 51

RADIO, which faced the project with some misgiving because it involved new and untried technique, soon will recieve official commendation for doing an outstanding job of covering the recently concluded Army maneuvers in Lousiana.

The September war games, largest peace-time sham battle in American history, involving some 500,000 troops, presented broadcast crews with some novel problems, but they came through with flying colors, according to War Department officials.

Earning the enthusiastic appreciation of these officials for a magnificent job of keeping the American public informed on the progress of their Army in its important initial test, it was indicated to BROADCASTING last Wednesday that official praise to the networks, stations and individuals participating in radio's coverage of the maneuvers will come from the War Department.

June Training

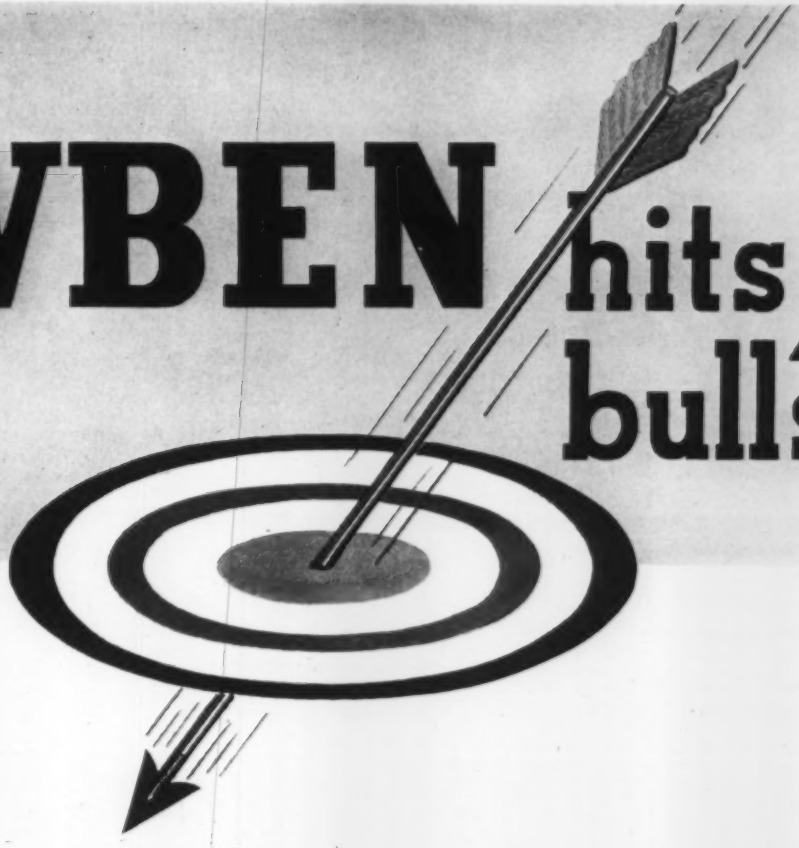
The story of radio's coverage of the big Louisiana maneuvers goes back several months, to the Second Army's Tennessee maneuvers in June, when broadcasters had their first taste of covering "free maneuvers"—where opposing forces operate entirely uncontrolled by any preconceived plan of attack or defense. The Louisiana games, apart from the lack of real shooting, were described as "just like war" for officers, troops, correspondents, and especially radio crews.

New radio techniques had to be developed. There was such a shortage of wirelines in the 20,000 square mile maneuver area that live broadcasts were all but precluded—networks teamed up to handle a few live pickups daily with the least possible tie-up of wirelines sorely needed for the military operations proper. All the individual stations participating transcribed their shows on the spot, rebroadcasting them on definite schedule.

Because of the uncontrolled nature of the games, radio observers could not know definitely beforehand where a good pickup spot might be established to handle a good special event. Radio crews and correspondents operated under strict war rules, were subject to capture and imprisonment if they were caught beyond the lines of the force to which they were accredited.

(*Continued on page 50*)

WBEN hits the bull's-eye



because it combines thorough, concentrated coverage of Buffalo and Western New York with audience acceptance not even approached by any other station.

WBEN hits the bull's eye because it offers the best of the NBC Red Network programs, outstanding local productions, news reports and public service features. Its news bureau is second to none.

WBEN was born of a fight against monopoly. It never has wavered in its expenditure of effort and expense to remain thoroughly independent and to justify the confidence and good will of its large and loyal following.

WBEN's new 5 KW transmitter on beautiful Grand Island, N. Y., just licensed by the Federal Communications Commission, is the latest of a series of improvements to give the public the best there is in radio.

"The preference of the audience is the choice of the advertiser"

REPRESENTED BY EDWARD PETRY & CO. • NEW YORK and CHICAGO

NBC Basic Red Network

WBEN

BUFFALO, N. Y.

930 Kilocycles in the Center of the Dial

BMI Shows Profit For Opening Year

Miller Points to Record of Achievements for Period

BMI's first report to stockholders, covering the fiscal year ended July 31, 1941, was issued last week, showing total income of $2,230,457 for the year, comprising $1,761,017 from license fees paid by radio stations, $119,589 from royalties and $349,850 from the sale of sheet music.

After deduction of operating expenses and provisions for taxes, depreciation and amortization, there was a net profit of $2,177. Consolidated balance sheet shows total assets of $605,934, of which $236,831 is in cash.

A Busy Year

In his letter to stockholders, BMI President Neville Miller points with pride to the record of BMI, which has at present 703 subscribers, representing 87% of the commercial broadcasting stations in the United States and 94% of the industry's dollar volume. "At the beginning of the fiscal year covered by this report," he states, this company was still in the process of organization and faced a task which many thought was insuperable. Needless to say, it has been a year of intense activity during which BMI had to engage its personnel, negotiate contracts with composers and publishers, get its music onto the market and into the hands of broadcasters and be prepared in other respects to replace a catalog which represented the accumulation of more than 25 years of monopoly in the music field.

"With no original assets other than the subscriptions of its licensees, BMI during this fiscal year secured and published large quantities of new music, entered into agreements with 300 other music publishers whose combined catalogs approximate 500,000 titles, and made a large number of arrangements of standard (public domain) music. . . .

"All this was accomplished at a moderate cost in comparison to the $5,000,000 a year paid to ASCAP, and ASCAP's increased demands, which if granted would have aggregated $9,000,000. Now that the necessity for emergency operation is over, BMI is operating on a decreased scale of cost.

"At the expiration of the first licenses the cost of licenses to broadcasters was reduced. Under the present license system, BMI performing rights licenses cost broadcasters from 1% to 1.66% of the receipts from the sale of time during 1939, as opposed to the 6% and 7% which broadcasters paid to ASCAP previously in commercial and sustaining fees. . . .

"Due to BMI's competition, ASCAP has lowered its rates to broadcasters. With these reductions in effect, ASCAP music will find new outlets in the future. That this situation should occur was within the original contemplation of your company. There was no time at which BMI aspired to have a monopoly of the music played on the air. The whole purpose of BMI was to bring about a condition of healthy competition.

"The door of competition has been opened. It need never again be closed. With the good-will and cooperation of those in the music business whom BMI has served during its first full year of corporate life, the new composers and new publishers who have found opportunity through BMI's efforts, your company can count upon a just share of the music business."

HIGHLY AMUSED was this trio at questions and answers given on initial half-hour broadcast of *Don't Be Personal*, started Oct. 3 on 6 NBC-Pacific Red stations under sponsorship of P. Lorillard Co., New York (Beechnut cigarettes). They are (l to r). Sam Pierce, Hollywood manager and announcer-producer of Lennen & Mitchell, agency servicing the account; Ed Barker, NBC Hollywood account executive; Art Baker, m.c. of the weekly audience participation show.

Advertisers Are Urged To Continue Campaigns During Current Crisis

WHY ADVERTISERS should continue to place their messages before the American public during the present emergency even though "products are unavailable, of a different quality or of fewer types and sizes" is set forth in "John Doe Looks at Industry in War", 60-page red-white-and-blue brochure just issued by Crowell-Collier Publishing Co., New York.

The present program of curtailment, substitution and simplification of materials and how manufacturers are carrying it out can be explained to John Doe through advertising, the brochure states, it being the best way to keep a company in the consumer's eye and save its prestige in a competitive market.

The booklet also emphasizes how only the domestic market is sure with exports on consumer products diminishing, that young people are entering the market each year and should hear the manufacturer's story, how English companies "by the dozen continue to advertise," and how American companies can well profit by their example by advertising to the public what they are doing.

ELEANOR ROOSEVELT, speaking as assistant director of the Civilian Defense Committee, will discuss *What Students Can Do in Connection With Defense*, with a group of student leaders on a special broadcast on CBS, Oct. 1, 4-4:30 p.m.

Mutual Cokes

IN HONOR of its newly signed contract with Coca Cola Co. for a six-a-week broadcast series over a 125-station network, MBS last Monday installed a 120-bottle Coca Cola dispenser in its New York headquarters. After Fred Weber, Mutual general manager, had drunk the first bottle, the network treated each of its employes to a drink on the house.

Studebaker Buys

STUDEBAKER CORP., South Bend, introducing 1942 car models, has placed varied schedules of news and sports on 109 stations. Contracts in most cases are for quarter-hour newscasts six times a week, although a number are for either five or 10-minute periods ranging in frequency from one to six times weekly. Where news was not available, established sports programs were purchased. The business was placed through Roche, Williams & Cunnyngham, Chicago, on the following stations:

KGIR KRBM KPFA KFAB WBEN WOR WHAM WSYR WBT WBIG WPTF WADC WKRC WAPI KARK KOA WICC WTIC WBRY WJSV WDEL WJAX WFLA WSB WGN WGBF WOWO WIRE WSPT WBOW WOC WHO KSCJ KSAL KFH WLAP WHAS WWL KWKH WFBR WBZ-WBZA WTAG WWJ WOOD WSAM WEBC WCCO WTCN KMBC WGAR WBNS WKY KVOO WSAN WLEU WAZL WFIL WCAE WJAR WMC WSM KGNC KRIC KRIS KROD KGKO KPRC KTSA WWVA WKBH WTMJ and 37 stations of the Don Lee Network.

Simoniz Test

SIMONIZ Co., Chicago (car polish), is testing radio with one-minute live spot announcement weekly on the following stations: KDKA KOA KPO WTAM WBZ WTMJ WJR WJSV KMOX WCCO WLW WOOD WDAF KARK WFAA WFBC WWL KIRO KOIN WCAU WHAM WBAL KRNT WNAX WMT WREC WIRE WWJ. George H. Hartman Co., Chicago, is agency.

PEPSODENT Co. of Canada, Toronto (tooth paste), starts early in October a series of dramatized spot announcements by Bob Hope on 20 Canadian stations. Account is placed by Lord & Thomas of Canada, Toronto.

Department Store Analysis of Radio Shows Preference

Spots Found to Be Favorite Method of Using Medium

SUCCESSFUL USE of radio by department stores requires proper use of the radio technique, according to conclusions reached in a survey of 92 stores conducted by the Research Bureau for Retail Training, U of Pittsburgh. Covering stores in all parts of the country the survey was compiled and edited by John A. Garber, of the bureau staff. A later survey is to cover consumer reaction.

Of the 92 stores surveyed, 46 are now using radio and have 79 programs on the air. Analysis of types of programs revealed the stores were using 24 spot campaigns, 8 shopping programs, 8 news, 8 recording, 7 variety, 7 women's, 5 sports, 4 juvenile, 2 campus and one each for institutional, men's quiz, Army camp and time signals.

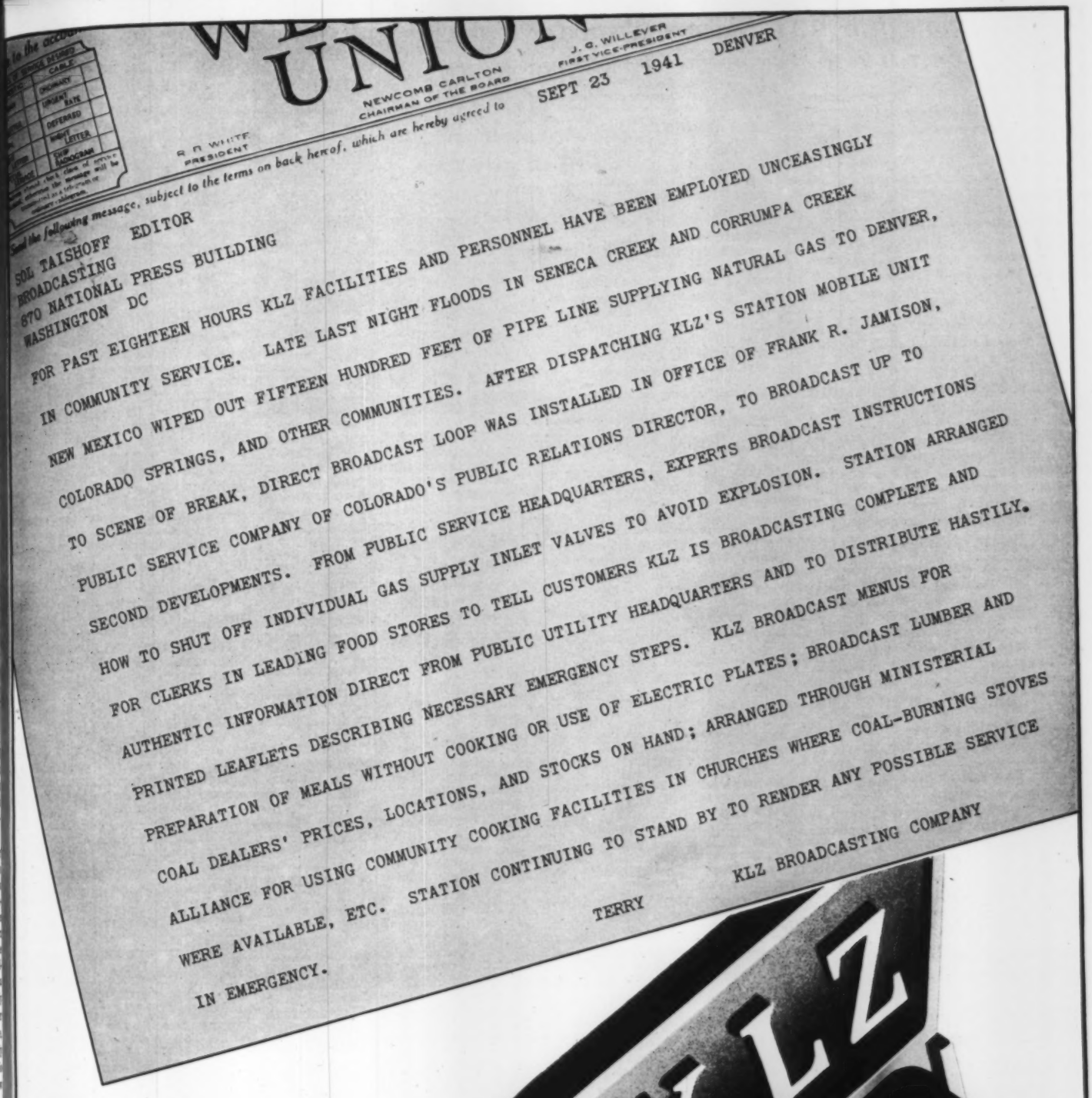
Can't Wait

Thus little agreement was noted among stores in choice of programs with spots the outstanding favorite since they are inexpensive, involve no production problems for the store and keep the store out of the "entertainment business". Shopping programs are found closer than other types to the stores' merchandising activities.

Many stores become impatient waiting for results from radio, it was found, and the data show that a program passing the 13-week mark has a good chance of surviving for a year.

A successful store doing over $10,000,000 annually reports "greater return by far" from radio than from newspaper space, contrasting with the view of some other stores that the rate of return on the radio dollar is less than the newspaper dollar. This latter feeling is ascribed to the theory that the public "educated to read relatively heavy department store newspaper advertising for 40 years or more, cannot be expected to react equally to light department store radio publicity of 13 weeks to a few years standing."

Of the 46 stores using radio, 9 thought rates were excessive, 1 did not and the other 12 didn't know. A widespread feeling was noted that radio should be given an opportunity to do a direct selling job. It was found that 31% of stores charge radio back to the department concerned; 63% charge time to general publicity; 5% charge one-half to each; 1% did not reply. Further it was noted that 28% prefer large stations, 72% small stations. As to servicing of accounts by radio stations, 54% reported adequate servicing; 32% not adequate and 14% reported "better servicing".


UNION
NEWCOMB CARLTON
CHAIRMAN OF THE BOARD
J. C. WILLEVER
FIRST VICE-PRESIDENT
R. H. WITTE
PRESIDENT
SEPT 23 1941 DENVER
Send the following message, subject to the terms on back hereof, which are hereby agreed to
SOL TAISHOFF EDITOR
BROADCASTING
870 NATIONAL PRESS BUILDING
WASHINGTON DC
FOR PAST EIGHTEEN HOURS KLZ FACILITIES AND PERSONNEL HAVE BEEN EMPLOYED UNCEASINGLY
IN COMMUNITY SERVICE. LATE LAST NIGHT FLOODS IN SENECA CREEK AND CORRUMPA CREEK
NEW MEXICO WIPED OUT FIFTEEN HUNDRED FEET OF PIPE LINE SUPPLYING NATURAL GAS TO DENVER,
COLORADO SPRINGS, AND OTHER COMMUNITIES. AFTER DISPATCHING KLZ'S STATION MOBILE UNIT
TO SCENE OF BREAK, DIRECT BROADCAST LOOP WAS INSTALLED IN OFFICE OF FRANK R. JAMISON,
PUBLIC SERVICE COMPANY OF COLORADO'S PUBLIC RELATIONS DIRECTOR, TO BROADCAST UP TO
SECOND DEVELOPMENTS. FROM PUBLIC SERVICE HEADQUARTERS, EXPERTS BROADCAST INSTRUCTIONS
HOW TO SHUT OFF INDIVIDUAL GAS SUPPLY INLET VALVES TO AVOID EXPLOSION. STATION ARRANGED
FOR CLERKS IN LEADING FOOD STORES TO TELL CUSTOMERS KLZ IS BROADCASTING COMPLETE AND
AUTHENTIC INFORMATION DIRECT FROM PUBLIC UTILITY HEADQUARTERS AND TO DISTRIBUTE HASTILY.
PRINTED LEAFLETS DESCRIBING NECESSARY EMERGENCY STEPS. KLZ BROADCAST MENUS FOR
PREPARATION OF MEALS WITHOUT COOKING OR USE OF ELECTRIC PLATES; BROADCAST LUMBER AND
COAL DEALERS' PRICES, LOCATIONS, AND STOCKS ON HAND; ARRANGED THROUGH MINISTERIAL
ALLIANCE FOR USING COMMUNITY COOKING FACILITIES IN CHURCHES WHERE COAL-BURNING STOVES
WERE AVAILABLE, ETC. STATION CONTINUING TO STAND BY TO RENDER ANY POSSIBLE SERVICE
IN EMERGENCY.
TERRY KLZ BROADCASTING COMPANY
KLZ
DENVER'S STANDOUT STATION

Standout Community Service Assures Standout Results for Advertisers

560 Kc.—C.B.S.

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

FCC Action in WMAL License Transfer Held Contrary to Fly's Probe Claims

THAT THE FCC is not restricting its inquiry into newspaper ownership of broadcast stations merely to future acquisitions and to FM, as had been indicated by FCC Chairman James Lawrence Fly, but proposes also to cover present newspaper licensees of standard broadcast stations, was gleaned from action taken last Tuesday in connection with the pending application of WMAL, Washington, owned by the *Evening Star* but leased to NBC.

The Commission, by a 3-to-2 vote, placed in the pending file the application of NBC and M. A. Leese Radio Corp., licensee of WMAL, for consent to voluntarily assign the license of WMAL to the newspaper subsidiary. It explained it was done "pursuant to Order No. 79", the regulation authorizing the newspaper inquiry. Commissioners Craven and Payne voted against the action, with Commissioner Case absent.

Joint Application

WMAL is 100% owned by the *Star*, but has been leased to NBC for nearly a decade. Several weeks ago, NBC and the *Star* jointly sought to procure assignment of the license to the newspaper, under a temporary agreement whereby the newspaper would control all aspects of station operation but utilize NBC studios and sales personnel. Originally, the WMAL license had been set for hearing, not because of the newspaper ownership issue, but under the policy relating to management contracts and leases, and because it contained a reversionary clause as to station licensee.

Chairman Fly, in an addess before the NIB convention in Chicago Sept. 22, stated that the inquiry into newspaper ownership did not concern existing licensees but rather "future acquisitions", and he emphasized also that the onset of FM had been responsible for the study.

In the case of the *Star*, however, it was pointed out, neither the FM issue nor the "future acquisition" question is involved, since the station's transmitter is owned by the *Star* and NBC simply has operated it under a lease, along general lines similar to those previously in force with Westinghouse stations, but terminated more than a year ago.

Bakery in Southeast

COLUMBIA BAKING Co., Atlanta, operating 14 plants in five Southeastern States, last week started its largest fall advertising campaign, using radio on 39 stations and space in 101 daily and weekly newspapers. A series of one-minute dramatized announcements, 585 weekly for 13 weeks, will promote Southern Bread and Redi-Cut Cake. Freitag Advertising Agency, Atlanta, handles the account.

Video Kids

KDYL, Salt Lake City, again demonstrated its television equipment at the Utah State Fair this year, featuring a baby show known as *Teletot*. Children from four to eight were televised after a registration certificate was given their parents. As the child's image appeared on the television receiver, a photographer made a still picture which was mounted on a certificate with the name in print. The certificate was presented parents as a memento.

Texas Sets Up New State Radio, Education Agency

TEXAS State Legislature has appropriated funds to establish and operate a department of radio and special education, the only such State department in the country. The new department is headed by John W. Gunstream, director of the Texas School of the Air, a cooperative educational program utilizing commercial radio stations in the Lone Star State.

Among the radio executives assisting Mr. Gunstream are A. M. Woodford, director of production staff, WBAP, Fort Worth; Hugh Halff, manager of WOAI, San Antonio; Kern Tips, manager of KPRC, Houston; Ed Lally, program director of WBAP, and Ralph Nimmons, program director, WFAA, Dallas.

The new department will inaugurate its 1941-42 series of classroom broadcasts Oct. 6, using Texas Quality Network and KGNC, Amarillo. The broadcasts will be presented in five series of 26 programs each, paralleling the five major courses of the Texas public school curriculum, i. e., language, arts, science, social science, vocations and music.

ANOTHER RUTH
Detroit Crane Is Victim of Mistaken Identity

IT STARTED in the Sept. 22 issue of BROADCASTING, with an item to the effect that one Ruth Crane was changing her station affiliation from WLW-WSAI to WCMI, Ashland, Ky. And last Wednesday BROADCASTING received the following note from Mark Haas, of WJR, Detroit:

"Please call 'em off! I mean those hundreds of BROADCASTING subscribers who think Ruth Franklin Crane is leaving WJR. She isn't! Miss Crane (known all over the Midwest as Mrs. Page) has been with WJR for over 12 years, and the pleased sponsors on her participating program wouldn't think of letting her leave. However, the response she received to your story about another 'Ruth Crane' is certaining a testimonial to the many friends she and BROADCASTING have in the radio industry."

CRYSTAL BOWL technique, blowing dandelion seeds, tea leaves and eenie meenie meinie moe are components of the Arch McDonald system of football forecasting. Blessed with a DeSota contract for Friday evening forecasts and Saturday evening scores, Swami Arch, WJSV, Washington, sportscaster, will give Washington fans a weekly recipe for sudden wealth through gridiron gambling.

FINCH TO OPERATE FM IN NEW YORK

ANOTHER FM broadcasting station will soon begin independent operation in the New York metropolitan area, with the announcement by William G. H. Finch, head of Finch Telecommunications Inc. and former assistant chief engineer of the FCC, that finishing touches are being put to his W55NY, located on the 48th floor of 10 E. 40th St., New York City. Assigned to 45.5 mc. with a radius of 8,500 sq. mi., W55NY will utilize the new 10,000-watt FM transmitter being produced by Western Electric Co.

The station, Mr. Finch said, will have no network affiliation and will devote itself to classical music, news, special features and educational programs.

"We approach FM with no false hope about immediate revenue from this service," he stated. "Our first interest is to build audience acceptance for what we feel is an important advancement in radio and to keep pace with the newest and best methods of the industry. Therefore we regard the considerable outlay of time and money involved in entering the FM broadcasting field as an investment in public service and progress."

Philco Spots on WOR

PHILCO Distributors of New York, now featuring a new FM receiving set, has contracted for six announcements per night, six days weekly, on *Moonlight Saving Time*, all-night program of WOR, New York. Announcements will principally advertise Philco FM circuit sets. Contract, placed direct, brings *Moonlight Saving Time* sponsors to four.

DUE to the rapidly increasing number of defense programs and features, WLW, Cincinnati, has announced discontinuance of dance band remotes from the Lookout House, night spot across the river in Kentucky.

Baker, Smeby Appointed To Priorities Committee

WITH additional industry appointments announced during the last week, DCB's new Defense Priorities Liaison Committee (Committee 13) personnel is nearly complete. The five members of the committee proper were announced recently [BROADCASTING, Sept. 15, 22, and all but three of the DCB industry subcommittees have selected their two "priorities representatives".

Dr. W. R. G. Baker, of General Electric Co., and Lynne C. Smeby, NAB director of engineering during the last week were named by the domestic broadcasting subcommittee as its "priorities representatives". Also named, by the international broadcasting subcommittee, were R. J. Rockwell, of Crosley Radio Corp., and M. L. Prescott, GE. A. W. Cruse, alternate FCC member of the committee, has been named secretary of the group.

The "priorities representatives", two for each of the nine industry subcommittees, will work in an advisory capacity with the five-man committee in efforts to expedite procurement of raw materials and supplies for radio manufacture and repair.

World Series Coverage Provided Latin Nations

HIGHLIGHTS of the World Series last week not only reached New York listeners, but also were transmitted to Central and South America on NBC's international stations WRCA and WNBI. For the duration of the series Eli (Buck) Canel, head of NBC's Spanish section gave nightly summaries in Spanish of the day's game, with commercial announcements tying in with the RCA Victor export division line of radio models, titled "Champions of the Airwaves."

Frankie Frisch, the former "Fordham Flash," also rebroadcast his earlier-in-the-evening NBC-Red summaries of the games on WRCA and WNBI at 8:15 a.m. (EST).

Feature summary program in New York was the first-hand impressions of each day's play on WNEW by Lefty Gomez of the Yankees at 5:15 p.m., and Pete Reiser of the Dodgers at 7:45 p.m. These two quarter-hour periods were sponsored by Pepsi-Cola Bottling Co., Long Island City, through Newell-Emmett Co., New York.

Seven Join MBS

SEVEN new affiliates have joined MBS recently, bringing the total number of outlets for the network to 182. New stations, effective Oct. 1, are WGBF, Evansville, Ind., operating 1280 kc., 5,000 watts day, 1,000 night; WEIM, Fitchburg, Mass., 1340 kc., 250 watts; KTRI, Sioux City, Ia., 1450 kc., 250 watts; KVFD, Ft. Dodge, Ia., 1400 kc., 250 watts; WJMS, Ironwood, Mich., 1450 kc., 250 watts; WATW, Ashland, Wis., 1400 kc., 100 watts, and, as of Sept. 25, WBBB, Burlington, N. C., 920 kc., 1,000 watts day. WEIM is affiliated with the Yankee and Colonial Networks, while KTRI, KVFD, WJMS and WATW are members of the Northern Central Broadcasting System.

PROUD OF OUR PROGRESS

YES, SIR. We at REL are proud of our progress in the FM transmitter manufacturing field. And for several reasons. For instance:

On August 29, 1941, W45CM (WBNS) Columbus, Ohio, ordered a 10 kw. FM transmitter from us. The job was completed September 23 and shipped September 27 ready for immediate operation, guaranteed by REL to be completely satisfactory. And in these days, Mr. Broadcaster, that's making progress.

The reason for this speedy delivery is because REL is beyond the experimental stage in FM and is geared for production of all FM broadcast transmitters from 100 watts to 50 kw. Every type of transmitter falling in these categories has been completely engineered, built, tested and proven to be a successful unit. A REL transmitter assures a broadcaster the means of getting on the air quickly . . . assures him that his station will not become an experimental playground for untried equipment.

REL is extremely proud of the company it keeps. Leaders in the broadcasting industry like Major E. H. Armstrong, inventor of FM; John Shepard and Paul deMars of Yankee Network; Walter Damm of WTMJ, Milwaukee; Bill Scripps of WWJ, Detroit; John Hogan of WQXR, New York; Dr. Ray Manson of WHAM, Rochester; Clarence Wheeler of WHEC, Rochester; Roger Clipp of WFIL, Philadelphia, have all specified REL equipment since their start in FM.

Today, more than ever before, thanks to the resourcefulness and research of REL, FM manufacturing has developed to a point where broadcasters can expect deliveries of REL equipment within a reasonable period of time. To protect your investment in FM, be sure to investigate REL before you buy.

RADIO ENGINEERING LABS., INC.

Long Island City, N.Y.

THOUGHTFUL TRIO at recent inauguration of the MBS *Three Ring Time* program, sponsored by P. Ballantine & Sons, Newark (beer), consisted of (l to r), John U. Reber, New York vice-president in charge of radio for J. Walter Thompson Co., agency servicing the account; Milton Berle, Hollywood comedian and m.c. of the show; and Charles Laughton, film star featured on the weekly half-hour variety show.

FOUNT (Ky.) SPOUTS DURN LITTLE BUSINESS!

Don't be alarmed if Fount (Ky.) ain't no pipe-line of business for you. Just forget Fount, and concentrate on the gushing Louisville Trading Area, which buys far more of everything than the rest of Kentucky *combined* (46.1% more new passenger cars, for instance!)! It's an eager, active, *buying* market of 1,331,200 people—every one within listening range of WAVE, the only NBC Basic Red Network station for 100 miles around! You know what *that* means. So let your conscience be your guide!

LOUISVILLE'S
WAVE

5000 Watts
970 K.C. . N.B.C. Basic Red
FREE & PETERS, INC., NATIONAL REPRESENTATIVES

Grid Scheme

COOPERATING with alumni associations of U. S. colleges and universities, the Radio Section of the War Department Bureau of Public Relations, is developing a plan under which homecoming football games all over the nation will be dedicated to the respective schools' alumni in the armed services. It is planned to broadcast brief dedication ceremonies at half-time, with alumni in the service invited to attend the game and participate in the ceremonies, to be led by school and alumni officials. Details of the plan, now being developed as large numbers of schools are signifying interest, are available to stations from the Radio Section, it was stated.

College Station Group Gets Camel's Recordings

R. J. REYNOLDS TOBACCO Co., Winston-Salem, has signed to sponsor a thrice-weekly quarter-hour *Camel Campus Caravan* on 10 college broadcasting stations in the East for Camel Cigarettes. The program features the latest recorded swing numbers, according to William Esty & Co., New York, agency handling the account, and resembles the *Camel Caravan* network show.

The contract, signed through Intercollegiate Broadcasting Station Representatives, 507 Fifth Ave., New York, covers a 15-minute time block, three evenings weekly throughout the first semester of the current season on the campus transmitters of Yale, Princeton, Columbia, Cornell, Williams, Union, Brown, Wesleyan, Rhode Island State and Connecticut U. The college stations, which limit their coverage areas to the campus proper, are said to represent solid markets of young men who set fashion and hobby styles.

Capt. Kent Is Chairman Of New Education Group

CAPT. HAROLD R. KENT, director of the Radio Council of the Chicago Board of Education now on duty in the Public Relations Bureau of the War Department, Washington, is chairman of the organizing committee of the new Association for Education by Radio.

Charter memberships in the group are now open to educators, broadcasters and citizen leaders interested in education by radio. At present AER is publishing a journal, major feature of which is a combined guide to all national educational and public service radio programs. Elizabeth Goudy, director of radio for the Los Angeles County Board of Education, is chairman of the publications committee, while James Hanlon of Chicago is editor of the journal. Those interested should apply to the Association for Education by Radio, 228 North LaSalle St., Chicago.

KANS, Wichita, has appointed Headley-Reed Co. its national advertising representative.

KFEQ GIVEN 5 KW.; INCREASE FOR KDON

FULLTIME with 5,000 watts on 680 kc. was granted KFEQ, St. Joseph, Mo., in an FCC decision last Wednesday. The station was authorized to install a new transmitter with directional antenna for day and night use at a new site approximately 5½ miles northeast of St. Joseph. It now operates with 2,500 watts day and 500 watts night on 680 kc., limited to sunset in San Francisco, where the 50,000-watt KPO uses that frequency. KWK, St. Louis, is an applicant for 680 kc. with 50,000 watts.

The Commission also authorized KDON, Monterey, Cal., to increase from 100 to 250 watts fulltime on 1240 kc.

Rival applications of WLOL, Minneapolis, and WMIN, St. Paul, for the 630 kc. frequency were ordered set for hearing. WLOL, controlled by the estate of the late John P. Devaney, now operates with 1,000 watts fulltime on 1330 kc., and seeks 1,000 night and 5,000 day on 630. WMIN, now 250 watts on 1400 kc., seeks the same assignment. The applications were ordered to be heard jointly.

Also ordered to joint hearing were the 1,000-watt applications on 1460 kc. of KSAN, San Francisco, and John R. Scripps, West Coast publisher and owner of KHUB, Watsonville, Cal., the latter seeking a new station in Ventura, Cal.

Regional, Local Groups Sponsor 'Betty & Bob'

NBC RADIO-RECORDING feature, *Betty & Bob*, on Sept. 29 started its second year for two regional advertisers, A. E. Staley Mfg. Co., Decatur, Ill. (starch products), on WTAM, WENR, WPTF and KMBC, through Blackett-Sample-Hummert, Chicago, and Union Biscuit Co. of St. Louis on KSD, WJDX, WAML, WFOR and WQBC, through Gardner Adv. Co., St. Louis.

The five-weekly program continues on WEAF, New York, for Kirkman & Sons, through N. W. Ayer & Son, while current sponsors in other cities include Sanitary Groceries (Safeway stores), Washington, on WRC; General Mills (Rex Flour), through Knox-Reeves, on KGIR, Butte; KFBB, Great Falls; KGVO, Missoula; KPFA, Helena, and KRBM, Bozeman; West End Dairy on WCSC, Charleston; French-Bauer Co. on WCKY, Cincinnati, and for local sponsors on WDBJ, Roanoke; WGST, Atlanta, and WMAZ, Macon, Ga.

Father John's Spots

FATHER JOHN'S MEDICINE Co., Lowell, Mass. (proprietary), on Sept. 29 began sponsoring weather reports and 100-word announcements Monday through Saturday, on WTAM, Cleveland; KDKA, Pittsburgh, and WGY, Schenectady. Contracts run until March 28, 1942. On Oct. 6, the company starts a series of station breaks on WRC, Washington, to run through April 4 next year. Other stations will be added. John W. Queen, Boston, handles the account.

FIRST CITIZEN of Prescott, Ariz. is Program Director Mucio Delgrado of KYCA. Veterans of the Foreign Wars presented Mr. Delgrado with its "American Citizenship medal Sept. 18 terming him number one citizen for his "meritorious programming in the best interests of the community". This was the first award in Arizona.

Georgia Tech Contract For WGST Operation Scheduled for Hearing

ADVISED that the board of regents of Georgia School of Technology has approved a proposed deal offered by Arthur Lucas and William Jenkins to take over the management and operation of WGST, Atlanta, now under lease to the Sam Pickard-Clarence L. Calhoun interests, the FCC on Oct. 1 ordered a hearing on the station's license renewal. Counsel for the university has petitioned that the hearing, date of which has not yet been fixed, be held in Atlanta. The Lucas-Jenkins deal was made subject to FCC approval.

Messrs. Pickard and Calhoun since 1930 have held a contract to operate the station, dated to run until 1950. The Commission [BROADCASTING, Sept. 8] had scheduled a hearing for Sept. 3 looking to restoration of the station to the licensee, Georgia School of Technology, but this was postponed.

Lucas and Jenkins, Georgia chain theatre operators who also are identified with the ownership of WRDW, Augusta; WSAV, Savannah; WMOG, Brunswick, and WLAG, LaGrange, have offered to operate the station under a salary of $5,000 a year each, guaranteeing Georgia Tech $30,000 a year plus 25% of the station's net income, the contract to be cancellable if annual payments amount to less than $50,000. In recent years the station is said to have earned net profits of about $150,000 a year.

CLARK ANDREWS, former Ruthrauff & Ryan, Hollywood radio producer, and more recently contracted to 20th Century Fox Studios on writing-production assignment, has joined Paramount Pictures as an associate producer under Sol. C. Siegel.

The client hollered uncle...

RECENTLY—over our protests—a WBT advertiser bought spot announcements at a time of day which wasn't suitable for his particular product. His offer of free samples garnered hardly more than 20 replies per announcement.

The client finally hollered uncle and gave us our own way. We ran his announcement-offer at "our" time—and the very first one pulled 1,273 replies!

You can't live on intimate terms with a vast radio family for 20 years without knowing exactly what kind of radio fare it wants and when it wants it. So when a client comes along and asks for a time of day to sell his product, WBT makes suggestions. Suggestions aimed to get the best results possible from every radio advertising dollar spent here.

WBT's familiarity with the likes and dislikes of its audience is one of many strong reasons why WBT boasts a selling record few other stations can equal.

WBT ★ 50,000 WATTS • CHARLOTTE

"THE STATION AN AUDIENCE BUILT"

Owned and operated by Columbia Broadcasting System. Represented by Radio Sales: New York, Chicago, Detroit, St. Louis, Los Angeles, San Francisco

TOP PROGRAMS
in a
POWER MARKET
(TENN. VALLEY)

•

KAY KYSER
FRANK FAY
KALTENBORN
RUDY VALLEE
FRED WARING
EDDIE CANTOR
HORACE HEIDT
TREASURY HOUR
MRS. ROOSEVELT
JUST PLAIN BILL
COLLEGE HUMOR
MARCH OF TIME
TELEPHONE HOUR
BURNS AND ALLEN
REVEILLE ROUNDUP
LINCOLN HIGHWAY
JOHN'S OTHER WIFE
DR. PEPPER PARADE
FITCH BAND WAGON
LIGHT OF THE WORLD
INFORMATION PLEASE
MR. DISTRICT ATTORNEY
FIBBER McGEE AND MOLLY
WE'RE FIVE IN THE FAMILY

WAPO

Chattanooga, Tenn.

•

5000 Watts • 1150 kc
NBC Red & Blue

•

Represented by
HEADLEY-REED CO.

Merchandising & Promotion

Pop-Ups—Plugs for Annie—Treat to Pupils—From Home—Cloth for Polishing

ALL-TIME high in intriguing promotion pieces is the fairyland pop-up book . . . *From the Bottom Up* published by Mutual network to promote its sports broadcasts. Each year Mutual tries to do at least one promotion piece "which you will want to take home", according to an accompanying letter by Robert N. Schmid, MBS director of advertising promotion. Opening the text is a poem "Alas . . . but No Longer a Lack", which sets the pace for other poetry dealing with sports.

Fancy pop-ups cover scenes in various branches of sport. They show a baseball player sliding into home plate; a horse raising a cloud of dust; a halfback plowing through center; Joe Louis clipping one to the whiskus.

Final page shows a fireside scene on a magic carpet, with this bit of a poetic plug: From all of the preceding dope, one vital point pops up, we hope . . . We're entertaining millions who will entertain a thought of you!"

* * *

Annie's Promotion

PROMOTING its new *Orphan Annie* transcribed series, WCKY, Cincinnati, has launched an intensive campaign which includes an Orphan Annie contest in 10 Cincinnati theatres, conducted by Helen Rees, with each theatre-winner receiving a prize and a grand prize of an all-expense airplane trip to Chicago for the winner and her mother. Window displays in local stores also plug the series, tying in the station and program with the sponsoring Quaker Oats Co. and Sparkies. By arrangement with the *Cincinnati Times-Star* the daily comic strip will carry a line calling attention to the WCKY radio show.

* * *

'Farm & Home' Book

WITH A COVER illustration "Young Corn", by Grant Wood, "The Nation's Bulletin Board of Agriculture" has been issued by NBC to describe the growth of the NBC-Blue *National Farm & Home Hour*, which presented its 4,000th broadcast last July 28. How the broadcasts entertain and educate 30,000,000 farm people and provide them with "vital information on agricultural and home subjects" is told in the 30-page book together with excerpts from farm listeners in appreciation of the programs.

* * *

Hunters' Helps

AS A SERVICE to sportsmen, KLZ, Denver, is giving away a map of the big game hunting areas in the State, another map showing where the types of quail and pheasant can be hunted and a sports calendar with dates of the various hunting seasons.

* * *

Cokes for Students

TO CREATE interest in latest fall school fashions a Danville, Ill., dress shop in cooperation with WDAN held a "coke" party in the shop, inviting all high school girls to attend and originating a broadcast there to create interest.

New to Blue

TO ACQUAINT listeners in the Baltimore and Pittsburgh areas of the shift Oct. 1 of WCBM and KQV to NBC-Blue, the network has been conducting an intensive newspaper advertising campaign, totaling some 2,000 lines in each of the daily newspapers of the two cities. The campaign, backed up with full page ads by the stations themselves, also takes in promotion for the NBC-Blue outlet WWVA, Wheeling, W. Va., because of its proximity to Pittsburgh. Promotion is handled under the direction of E. P. H. James, NBC-Blue sales promotion manager.

* * *

Bridgeport House

WITH THE opening Sept. 28 of the General Electric "House of Ideas" near Bridgeport, Conn., the company has arranged for a daily radio program on WNAB, Bridgeport, from the house during October while it is open to visitors. The programs feature guest hostesses describing the modern electric gadgets in the house with new ideas for the home for the benefit of listeners.

* * *

Salesmen's Talks

TRAVELING SALESMEN's prize yarns are given a chance to payoff on the weekly CBS *Al Pearce & His Gang* show, which resumed Oct. 3 under sponsorship of R. J. Reynolds Tobacco Co., (Camel cigarettes). With $100 as the prize, authentic humorous or unusual experiences encountered during selling careers are submitted by listeners for dramatization on the half-hour show.

* * *

More Hunting Snooks

IN CONNECTION with the campaign of General Foods' Maxwell House to promote the return of Baby Snooks to the airways, WROL, Knoxville, used a man-on-the-street program to ask the popular question, "Where is Baby Snooks?". Interviewed was the local assistant chief of police who promised the cooperation of the police department in the search.

* * *

Polish It Up

KXOK, St. Louis, has made a promotional tie-up with the Eagle Furniture Co., sponsors of *Polish Melodies* on that station. Each visitor to the store receives a chemically treated polishing cloth in a cellophane bag on which is printed "Compliments of the Eagle Furniture Co." and "Listen to KXOK Sunday at 12 noon."

* * *

WOWO Postcards

JUMBO POSTCARD addressed to timebuyers have been sent out by WOWO, Fort Wayne. The giant cards of approximately 12 x 16 inch proportions warn that since WOWO has gone fulltime, it has enjoyed the greatest rush of spot and network business in its history and that in the future time will probably be scarce.

MERCHANDISING DISCUSSION for plans to exploit the weekly CBS *Helen Hayes Theatre* brought together the heads of Robert L. McMillan (l), advertising manager of Thomas J. Lipton Inc., firm sponsoring the program, and George Moskovics, CBS Pacific Coast sales promotion manager.

* * *

Marching With Time

IN VIEW OF the return after two years absence from the air of *The March of Time* on NBC-Blue Oct. 9, subscribers to *Time* magazine, which will again sponsor the series, are receiving three-page letters proclaiming the series as "the most ambitious journalistic assignment in all the history of radio."

Signed by P. I. Prentice, *Time* publisher, the letter states that some stories can be told in pictures, but some need "something no medium other than radio can make possible." All of *Time's* experience and newsgathering facilities will be taxed to make the programs "help our own regular readers get the feel of the news more intimately than they possibly could from the printed word alone," the letter ends.

* * *

Award Stunt

TO AROUSE wide local interest in the announcer who will represent WTAG, Worcester, Mass., in competition for the H. P. Davis National Memorial Announcers' Awards, window displays are being set up in leading department stores. Exhibits include portraits and posters about various WTAG announcers. The *Worcester Telegram* and *Gazette* is cooperating with eight columns spreads on the announcers and by supplying coupons with which readers may cast their votes for their selections.

* * *

With the Bills

SOME 40,000 power users in Chattanooga and vicinity received photos of the cast of *Chattanooga on Parade*, a program designed to promote the community. They were enclosed in power bills. Other industries appearing in the show are sending out photos and stories of the program.

BROCHURES

NBC-Red—*Heads, They Won*, report on the Hooper survey of the audience listening regularly to *Mr. District Attorney* and of this audience's use of Vitalis.

KDYL, Salt Lake City—Four-page folder in three colors featuring station's power increase and showing weight lifter with sample of hair.

WGY, Schenectady—yellow folder on the five times weekly *Musical Matinee* program.

GENERAL ELECTRIC Co.—Two-color eight-page folder on its *Hour of Charm*.

Booklet on Radio Issued by C of C

Controversial Matter Taken Out Prior to Issuance

DESIGNED to provide academic advice on the use of radio by local chambers of commerce, the U. S. Chamber of Commerce has published a booklet, *What About Radio?* soon to be circulated among member organizations. Although the booklet provides only a general picture of the possible relationship between local radio stations and chambers of commerce, another similar publication, dealing with successful use of radio by broadcast minded members, is to follow, it was indicated at Washington headquarters. The pamphlet was written by Hardy Burt, of the Chamber's Publicity Department.

In a pre-publication critique offered to the local chamber of commerce secretary, Major Edney Ridge, director of WBIG, Greensboro, N. C., questioned the inference in the proof copy of the pamphlet that the FCC requires stations to "allot at least a specified amount of their time to public service broadcasts," ergo Chamber of Commerce programs. When this was pointed out to Chamber of Commerce Washington headquarters by BROADCASTING, last Wednesday, the statement was deleted before the booklet went to press.

Must Be Interesting

Commenting on this inference, Major Ridge declared in a letter to Secretary John S. Patterson, of the Greensboro Chamber of Commerce:

"I do not believe there is a radio station in the United States that would not gladly do anything in its power to upbuild the community in which it lives and does not recognize the fact that the Chamber of Commerce is entitled to tell its story.

"But neither the radio station nor the Chamber of Commerce would benefit by unentertaining and dull programs. There are too many dull, ax-grinding talks put on the radio under the guise of public service. While the FCC does issue licenses for the public interest, convenience and necessity, it does not require any radio station to run a listener-losing program for any organization."

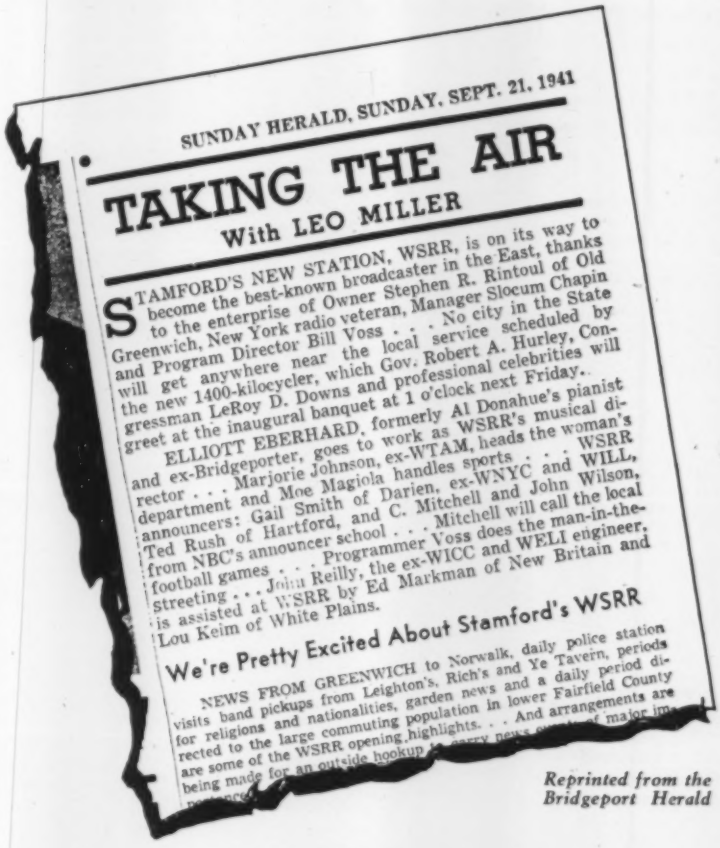
"Sherlock" by Grove

GROVE LABS., St. Louis (Bromo Quinine), following a summer layoff, on Oct. 5, through Russel M. Seeds Co., Chicago, resumed for 39 weeks, the weekly half-hour *Sherlock Holmes* on 67 NBC-Red stations, Sunday, 10:30-11 p.m. (EST). Tom McKnight continues as producer, with his wife, Edith Mesier, writing radio adaptations from A. Conan Doyle stories. Basil Rathbone and Nigel Bruce, film actors, again portray the characters of Holmes and Dr. Watson, respectively, and are assisted by a supporting cast. Lou Koslog's orchestra supplies background music.

WSRR

Stamford, Conn.

NOW SERVING ONE OF THE RICHEST MARKETS IN THE WORLD



SUNDAY HERALD, SUNDAY, SEPT. 21, 1941

TAKING THE AIR

With LEO MILLER

STAMFORD'S NEW STATION, WSRR, is on its way to become the best-known broadcaster in the East, thanks to the enterprise of Owner Stephen R. Rintoul of Old Greenwich, New York radio veteran, Manager Slocum Chapin and Program Director Bill Voss . . . No city in the State will get anywhere near the local service scheduled by the new 1400-kilocycler, which Gov. Robert A. Hurley, Congressman LeRoy D. Downs and professional celebrities will greet at the inaugural banquet at 1 o'clock next Friday. . .

ELLIOTT EBERHARD, formerly Al Donahue's pianist and ex-Bridgeporter, goes to work as WSRR's musical director . . . Marjorie Johnson, ex-WTAM, heads the woman's department and Moe Magiola handles sports . . . WSRR announcers: Gail Smith of Darien, ex-WNYC and WILL, Ted Rush of Hartford, and C. Mitchell and John Wilson, from NBC's announcer school . . . Mitchell will call the local football games . . . Programmer Voss does the man-in-the-streeting . . . John Reilly, the ex-WICC and WELI engineer, is assisted at WSRR by Ed Markman of New Britain and Lou Keim of White Plains.

We're Pretty Excited About Stamford's WSRR

NEWS FROM GREENWICH to Norwalk, daily police station visits band pickups from Leighton's, Rich's and Ye Tavern, periods for religions and nationalities, garden news and a daily period directed to the large commuting population in lower Fairfield County are some of the WSRR opening highlights. . . And arrangements are being made for an outside hookup [illegible] major im-

Reprinted from the Bridgeport Herald

Two weeks old, WSRR already enjoys the patronage of 45 local and national accounts. For further details of WSRR's rich primary area of 400,000 population, write Slocum Chapin, general manager.

WSRR

1400 kc. **Stamford, Conn.** 250 watts

Owned and Operated by Stephen R. Rintoul

WSGN Now 610

- *Tops on the Dial*

  350 KC lower than any other station In Alabama.

- *Tops for Value!*

  BRAND-NEW EQUIPMENT

- Operated by the Birmingham News-Age-Herald
- Represented by Headley Reed Co.

HOLMES RECORDS THE BLITZ

Blackouts the Worst Headache, Holmes of CBC Says Upon Return to Canada

IN RECENT weeks, Canadian Broadcasting Corp. has welcomed back a member of its Overseas Unit, whose enterprise and faithfulness to duty made history during the September blitz of 1940. Arthur Holmes has jotted down a few notes about the difficulties of broadcasting in Britain where conditions for the lads handling the portable equipment are very different from home:

Mr. Holmes

"When the CBC recording van arrived in England," says Mr. Holmes, "it caused quite a flutter of excitement among BBC employes and Englishmen in general, but especially among our own troops. Except for the CBC emblem, the outside was very much like that of the standard army trucks used by the Canadians.

"It was the inside, though, that was a surprise to everyone. The completeness of the unit seemed to be the amazing feature to most, together with the general smartness of the whole layout. The gasoline heater never failed to draw comment, as the English recording cars are not equipped with heaters, despite the raw, cold English winters. Heating, outside of the comfort angle, was found to be a necessity at times, as the discs will not cut properly in cold weather.

Night Driving

"To my mind one of the worst features of the work over there is blackout driving. Quite a bit of this is necessary because, during the winter, darkness lasts for as long as 16 hours and it often happens that the trip back from one of the camps has to be made at night.

"Dimmed headlights are allowed, but it is quite a strain if any distance is covered or if the territory is unfamiliar. Conditions in this respect are not nearly as bad now as they were last fall, when nothing but parking lights were allowed during a raid.

"These gave absolutely no illumination on the road, and it was a matter of feeling your way along. On top of this, bombings were new and the BBC asked us to do recordings for them during the raids. This meant a lot of city driving at night. If there were many fires this wasn't hard, but on dark nights there was always the danger of crashing into something or running into a bomb crater. A passenger in the truck is quite a help, as he can watch out his side. Unfortunately it so happened that in August and September when the headlight ban was on, Bob Bowman and Bert Altherr were on their trip to Canada. This meant driving alone most of the time.

No Sign of Life

"One night, I remember driving about five miles through the city during a raid without seeing a single person or any sign of life whatever. It appeared to be a city of the dead. Another time, coming up from Kent during a raid, I drove halfway through a large town before I realized I was not still in the country. I could just make out the white center marking on the road and was driving by that.

"Summer weather, however, is an entirely different matter. Daylight lasts until about midnight, and it is a distinct pleasure to drive out and visit the soldiers in their outdoor camps."

In radio, too, it's better to be Lower

There are times when it's better to be lower. Take radio, for example. Stations at *lower* frequencies have a decided advantage. *Lower* frequencies mean *longer* wave-lengths; *longer* wave-lengths mean *stronger* signals, better reception. WMCA is lucky. It has New York's *lowest* frequency (570 kc.) and plenty of power (5000 watts) so that it can reach over 12,500,000 people *economically.*

WMCA

FIRST ON NEW YORK'S DIAL

BIG CATCH, right off the salmon counter of Seattle's famed fish market, is claimed by these two unsoiled angling cronies, Hugh Feltis (left), commercial manager of KOMO-KJR, Seattle, and John Bates, of Ruthrauff & Ryan, N. Y.

Northwestern Games

BROADCASTS of Northwestern U football games will be sponsored on three Chicago stations this year. All six home games starting Oct. 4 will be sponsored on WAIT by Greyhound Management Corp. (bus lines), and on WBBM by Congress Cigar Co., Newark (La Palina cigars), which will also sponsor broadcasts of three additional Big Nine games. Beaumont & Hohman, Chicago, is the Greyhound agency, while Marschalk & Pratt directs the latter account. Ford Dealers of Chicago, through McCann-Erickson, Chicago, have purchased broadcasts of seven games—five N U home games, one away from home with Ohio State, and the Michigan vs. Illinois games. All Northwestern home games will be played at Dyche Field, Evanston, and the university receives one-hour station time rate for broadcasting rights to each game.

Texas Co. Back

TEXAS Co., New York, renewed the *Texaco Star Theatre* with Fred Allen on 85 CBS stations for the 1941-42 season, effective Oct. 1. The program will be heard as usual on Wednesdays from 9-10 p.m. There will be a repeat show for the West Coast at midnight. Format of the program will remain unchanged except for the appearance each week of a college singing or instrumental star, chosen as best in the guest university by his schoolmates. Portland Hoffa, Kenny Baker, Larry Elliott and Al Goodman and his orchestra round out the cast. Vick Knight is producer director. Agency is Buchanan Co., New York.

WHCU, Cornell U's commercially operated station at Ithaca, N. Y., has applied to the FCC for 5,000 watts fulltime on 640 kc., in lieu of its present 1,000 watts limited time on 870 kc.

Philadelphia Teachers

JAMES ALLEN, program director of WFIL, Philadelphia, and Joseph T. Connolly, director of sales promotion and special feature broadcasts of WCAU, Philadelphia, have been named to the faculty of The Junto, new adult school organized in Philadelphia. Last week, Kenneth W. Stowman, WCAU news and publicity director, was appointed to the teaching staff of Temple to conduct a course of study in radio program preparation.

KOIN and KALE

CBS • PORTLAND, OREGON • MBS

Ask your Agency to ask the Colonel!

FREE & PETERS, Inc., National Representatives

AURORA BOREALIS AND RADIO

Effect of Magnetic Disturbances Analyzed

By Bureau of Standards Scientist

By DR. J. H. DELLINGER
Chief, Radio Section
National Bureau of Standards

THE AURORA visible over the entire sky at Washington on the evening of Sept. 18 was of great interest in connection with the Bureau's studies of radio wave propagation. Auroras are caused by the electrical excitation of atoms in the rare part of the atmosphere known as the ionosphere. The ionosphere is that portion of the atmosphere from about 30 to 300 miles above the ground which reflects radio waves and makes long-distance radio possible.

Dr. Dellinger

Aurora and the accompanying radio, magnetic, and electric disturbances are manifestations of a turbulent condition in the ionosphere. This turbulence is caused by the arrival in the outer atmosphere of charged electric particles. These particles come from the sun, and are usually most prevalent when there are large active sunspots (i.e., sunspots in which visible changes are occurring, new spots being born, etc.).

In the Center

A group of large active sunspots appeared at the edge of the sun Sept. 10. As the sun has one revolution in about 27 days the sunspot group was about at the center of the sun Sept. 17. Tremendous quantities of electric particles were pouring forth from the sun at that time. In northeastern United States aurora was observed nightly starting Sept. 15, and radio reception from European stations was weak, accompaniel by a rushing or roaring electric noise on the high radio frequencies. At 1 a.m. (EST) on Sept. 18 there was a sudden tremendous increase in the number of electric particles entering the earth's atmosphere from the sun. As a result the ionosphere was violently agitated, the aurora became visible at Washington, and sky-wave radio transmission was severely disturbed. As the day went on the disturbances increased culminating in an extremely brilliant auroral display in the evening, and a complete disruption of the ionosphere and of radio transmission.

The auroral display was probably the most brilliant ever observed at Washington. Just after sunset a steady curtain of light appeared in an arc low in the northern sky. Then long bright shafts began to appear and disappear, and the display began to move southward toward the zenith. Shortly before 8 p.m. rays and streamers were visible over most of the sky. Flickering waves of green light appeared to travel upward toward the zenith along the rays. The peak of the display was about 8:15 p.m., and then the aurora began to fade out, most of it disappearing by 11 p.m.

When the aurora was at the peak, the rays seemed to converge to a point near the zenith at about 70° above the southern horizon, and slightly to the east.

The reason for this is that the incoming charged particles followed the earth's magnetic field and the rays, which appear along the paths of these particles, are thus everywhere parallel to the earth's field. At Washington, the earth's magnetic field is inclined at 70° to the horizontal and runs from slightly south of east to the northwest.

To an observer, then, it seemed as if he stood in the midst of a number of parallel lines of light, whose direction was that of the earth's field. At times of such an aurora it is thus possible to "see" the earth's magnetic field, just as iron filings enable one to "see" the field of a small bar magnet in a laboratory experiment.

A study of the effects accompanying this and other auroras has led to an understanding of what happens. Radio communication is adversely affected, not only during the aurora but for several days afterward. While no aurora was visible at Washington after the 18th, high-frequency radio transmission was unusually poor for a week thereafter.

Thus the aurora is only an evidence of the first stage of an ionosphere storm, the stage in which there is a tremendous increase in the number of electric particles entering the ionosphere. These particles plunging into the ionosphere tear up the regular ionized layers which normally reflect radio waves, and also produce intense ionization at unusually low levels which uses up the energy of radio waves thus reducing their intensity in addition to causing severe fluctuations.

During this turbulent stage of the ionosphere storm, high-frequency radio is very erratic, both signals and "static" surge violently, being transmitted with good intensity for short intermittent periods, interspersed with periods of complete failure. This indicates severe turbulence in the ionosphere with small unstable patches or clouds of high ionization densities. Fluttery transmissions can be heard at frequencies far in excess of those normally useful for long-distance communication. Not only auroral but the most severe fluctuations of terrestrial magnetism occur during this first or turbulent stage of the ionosphere storm.

The second stage, following the turbulent stage of an ionosphere storm, is characterized by an expansion and diffusion of the higher ionosphere, extending into latitudes farther south, the greater the intensity of the storm. This expansion and diffusion of the ionosphere increases the virtual heights and lowers the ionization densities of the ionosphere layers. The maximum usable frequencies for night F-layer and daytime F_2-layer transmissions are much reduced because of the lowered critical frequencies and increased virtual heights. Thus the higher frequencies are not usable. Frequencies low enough to be received are usually abnormally absorbed, especially during the daytime.

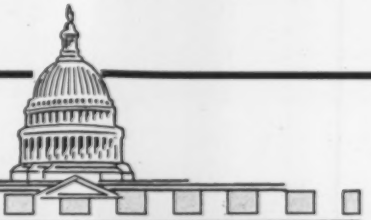
MAN! *Can I Actually Get All That Over ONE Washington Station?*

Amazing, what you can do with one station in the Nation's Capital.

When you buy time on WWDC you pay for one signal, but you get two. A new W.E. transmitter within sight of the Capitol Dome booms your message through the city proper; a booster station in the heart of suburban Washington does the job in wealthy, closely-packed Chevy Chase, Silver Spring, Bethesda and other Maryland sections.

The one for two rate is low, too. Not a cent more than the lowest rate in Washington.

Because WWDC is Washington's newest station it can still offer new advertisers choice spots at choice hours. That's a situation you can profit by, now.



Edwin M. Spence
General Manager

WWDC

WASHINGTON, D. C.

LOTS OF VALUE FOR ONE LOW RATE IN THE NATION'S FIRST CITY

- Two signals for the price of one.
- Blanket coverage of Washington and suburbs.
- Choice available spots morning, afternoon and night.
- Wide-awake, veteran programming.
- Full 24-hour AP news, NBC Thesaurus.
- Strategically situated in the busiest city in the United States.

NBC BASIC BLUE NETWORK • ST. LOUIS • 3

REPRESENTED BY WEED & CO., NEW YORK, CHICAGO, DETROIT, SAN FRANCISCO • AFFI… W

The sky's the *Limit*

The sky's the limit for the towering giraffe but the giraffe, having no vocal cords, is powerless to utter an audible sound. Little wonder then that he envies KXOK's reaching voice that booms across the rich Mid-Mississippi Valley Market . . . a voice that is heard and heeded, bringing new sales records to KXOK sponsors. Because of the results they've obtained, advertisers have learned that KXOK offers a solid, responsive coverage of this valuable market at a cost so low that it produces greater profits through volume returns. If you want more for your advertising dollar, remember, the sky's the limit with KXOK.

KXOK

630 KC. 5000 WATTS DAY AND NIGHT

AFFILIATED WITH KFRU, COLUMBIA, MO., • OWNED AND OPERATED BY ST. LOUIS STAR-TIMES

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J. FRANK BEATTY, Managing Editor ● W. R. McANDREW, News Editor

NEW YORK OFFICE: 250 Park Ave., Telephone - PLaza 5-8355
BRUCE ROBERTSON, Associate Editor ● MAURY LONG, Advertising Manager

CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 ● S. J. PAUL

HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone GLadstone 7353 ● DAVID H. GLICKMAN

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Murder by Radio

IN OUR TIME we've heard lots of heavy talk about a "free radio" versus a "controlled radio". For most people in radio, however, this has been rarified atmosphere stuff—philosophizing about about something in the dim distant future.

The other day a couple of news items hit our desk, and struck us between the eyes. It brought home the answer as nothing ever did before.

From within Nazi-dominated Europe came a report that two persons had been sentenced to die before the firing squad for listening to "foreign" broadcasts. Listening to other than the Nazi-controlled radio is an offense now punishable by death.

The other item was from Worcester, Mass., where WTAG told of how radio had saved a life by identifying a little girl injured in an automobile accident, and bringing her mother to her side within a half-hour. Just one of the countless errands of mercy and succor performed by American radio.

Thus in America, where radio is free, it watches, warns and works to save a life. In the Greater Third Reich, where radio is controlled, they risk their necks when they listen.

Vice and Radio

THE DILEMMA faced by WGAC in Augusta, Ga., recently, when the station felt obliged to cancel the Sunday sermon of a prominent local Baptist minister, poses a new and difficult problem in public morals which radio must face. With the opening of hundreds of new Army camps, it was natural that the vice problem would become aggravated in towns adjoining miltary reservations.

In the Augusta case, General Manager J. B. Fuqua acted with dispatch, though knowing well that his action would bring powerful criticism. In this instance a recognized minister of the gospel wished to use his regular Sunday radio time to belabor officials of Augusta for their stand on the vice problem. These officials felt there should be some form of registration of prostitutes, evidently with medical examinations. On the other hand the minister, with the support of other clergymen, advocated a wholesale shutdown of disorderly houses.

Mr. Fuqua, in a statement explaining his action, maintained that the code of ethics of the broadcaster specifically forbade the broadcasting of subjects that would not be in good taste for discussion in a family group including small children. Previous to this he had banned the story from the station's newscasts on the same basis, though it would seem it could have been handled with proper restraint in the regular newscasts.

The problem, then, is whether this question involving an age-old sociological issue and the always distasteful but necessary topic of public morals should be debated pro and con on a recognized medium of family entertainment. For certainly if the minister was allowed to speak his opinion, it follows that the city officials could rightfully demand and receive time to present their opinions.

It won't help public morals to have this sociological problem kicked about on the ether. No radio station operator wants to be put in the position of restricting free public discussion of any issue. But the topic in point in Augusta could hardly be placed in that category, but rather one that should be threshed out by those charged with the civic and spiritual protection of public morals.

Vacations and Ratings

VACATION season is over. We can tell because the top-flight programs are back and because all is verve, vigor and vim, from press agent to president, and almost everybody is already figuring on what to do for a 1942 vacation.

But some of the wiser radio heads are disturbed about this vacation business—talent vacations particularly. They're glad the summer is over, and they hope it won't be the same next year. They are mindful of low ratings of network programs during last August, when just about all of the creme de la creme talent took vacations simultaneously. One survey organization, for example, reported there were fewer sets in use on a given August night than was reported in the morning for the corresponding week of last year.

We won't turn any statistical handsprings to relate the bleak story of who listens when, as shown by these surveys. But it is generally recognized that when the favorite programs are on vacation, listeners in all too many instances follow suit. But if vacations are staggered, so that Jack Hope is on when Kate Benny is aquaplaning at Waikiki, the listening level stands to remain fairly constant.

We've never heard of the whole crew of a newspaper, or a radio station, or a hat shop, walking out for a simultaneous vacation, with a relief crew moving in. Then why in radio? Unlike the theatre, or the flower show, the radio season runs 365 days a year.

The situation probably isn't serious now and besides the 1941 vacation "season" is over. But it seems to us that good program service and good business augur for better season control henceforth.

Guestitorial

Editor's Note: In the June 2 BROADCASTING, *Henry G. Wells Jr., general manager of WHJP, Jacksonville, offered an intelligent "brief" on the subject of sales promotion films sponsored by radio stations or associations in the radio field. This week, Alvan Sommerfield, who has worked with and used the power of the sales motion picture in other fields, offers corroboration to Mr. Wells' plea.*

"THEY STILL RING THE BELL"

By ALVAN SOMMERFIELD

ONE OF THE BEST loved men in the advertising business, Frank Braucher uses with great effect an anecdote which has a moral for radio merchandisers as well as those who sell cars, soaps or foods. In the back country of England, a commercial traveler selling "up-to-date" signboards and advertising novelties was having no success in selling Percival Prune-Couch draper and purveyors to the gentry (others too, if they behave!).

"Don't you know, old boy," said Percy with some distaste, "this establishment has been located right hyer for more than 200 ye-ahs! Everybody in the country knows the Prune-Couch company!" And there, he considered the matter of advertising closed.

Our salesman-hero, with no haste, cast his eyes beyond the blue of Percy's stare, looked through the dusty windows of the shop, up to a steeple on the hill.

"How long has the church been there?" he asked slowly. Percy perked up and answered quickly:

"Why—over 300 years, built in 1612 by Sir William Couch, ancestor of my uncle's ..."

"They still ring the bell, don't they!"

As a raw recruit in radio, after years of promoting other media—magazines, newspapers and direct-mail—I feel like the proverbial brother-in-law whose only occupation is telling his hard-working relative what to do and how to do it. Nevertheless, all engaged in promoting the values of media have, basically, the same problems in common.

What radio station managers have to do (dramatize the service, value and effectiveness of broadcast advertising) publishers of newspapers and magazines also have to do ... and these purveyors of "platforms" from which advertisers may sell their goods to the public, use *all kinds of publicity*, including so-called competing forms of advertising.

Proof of this can be found at hand. When *Collier's* found its editorial voice 15 years ago the publishers plunged into radio with the *Collier's Radio Hour*, one of radio's first audience shows broadcast from the stage of the old New Amsterdam Roof Theatre (now used by a New York network affiliate for major air shows).

Likewise, today the *Saturday Evening Post* uses spots to dramatize the editorial highlights of the current issues. The list is long: *Woman's Home Companion* with Jean Abbey shoppers, *True Story*, *Liberty* and many other publications—all use radio to reach the public.

Also, you'll remember that the motion picture industry used radio with success. Which brings us to Mr. Wells' intelligent exposition

(*Continued on page 37*)

We Pay Our Respects To —

SIDNEY NICHOLAS STROTZ

WHEN you meet Sidney N. Strotz, NBC vice-president in charge of programs, and observe his square jaw and piercing gray eyes, you conclude that here is a man of experience and one who acts straight from the shoulder. You are right! Talking to him you sense his sophistication, that he has done a lot of living in rather a short time. Again you are right! And when you recall what he has done in radio, you realize how much versatility is invested in his youthful frame.

For these characteristics comprise Sid Strotz, who was born in Chicago April 26, 1898, and lived much of his early life in Europe and Mexico. Sid's father was vice-president of the American Tobacco Co. and travel was his hobby. The elder Strotz retired from active business at rather an early age and the family spent a lot of time in various parts of the globe.

In his early teens, Sid entered St. John's Military Academy, Delafield, Wis.; later, he enrolled at Cornell U. But along came the World War and Sid left college to serve in the 326th Battalion Tank Corps. He rose to Sergeant, First Class. Perhaps a key to his character is found in the awful day he spent at Point a Mousson during the war. That morning 117 Allied tanks crossed the little river on pontoon bridges. Strotz piloted one of the 16 tanks that came home.

After the war Sid joined the Automobile Supply Co., Chicago, manufacturer of accessories. He started as an "order taker", and rose successively to higher positions until he became vice-president. Having the foresight to realize that automobile companies would soon use, as regular equipment, gadgets similar to those his company produced, he recommended to the board of directors that liquidation would be the wise move. His advice was followed, and in 1925 he was named vice-president of Chicago's Wrap-Rite Corp., manufacturing machines to wrap bread and similar products.

In 1928 the streak of showmanship that later made him program director of NBC Central Division led Sid to organize the Chicago Stadium Corp., which built and operated the largest sports arena in the country. Named president in 1930, he promoted almost every form of entertainment from championship fights to grand opera, circuses, indoor football games and ice carnivals.

Niles Trammell, then manager of NBC Chicago, lived across the street from Mr. Strotz. Being suburbanites, they often rode to work together, the trips offering ample time for discussions of their respective fields. Trammell, during these rides, attempted to sell Sid on radio as a career. Sid showed another key to his character when he convinced Trammell that NBC should broadcast some of the prize fights he was promoting. Thus, the first major prize fight ever carried by NBC was that between Young Stribling and Otto Von Porat, leading contenders for the heavyweight title. Niles agreed to pay $5,000 for the complete fight. Unfortunately for the network, Stribling floored Von Porat in 59 seconds. Fortunately for the Stadium Corp., Strotz was announcing the color of the event and used the remainder of the allotted time to sell listeners on the arena's attractions.

Sid joined NBC in February 1933 as a member of the program department. Ninety days later he was named manager of the program and artists' service departments of the Central Division. He became manager of the division in January 1939, succeeding Trammell, who was transferred to New York as executive vice-president. In December 1939 Strotz was appointed vice-president in charge of the Central Division. This post he held until last Nov. 1, when he assumed his present position.

Many a prominent network show owes its present popularity to the early decisions of Mr. Strotz. Sensing the potentiality of *Vic & Sade*, he insisted the show be kept on the network despite the fact that it was unsponsored for a long time after its debut. *Fibber McGee and Molly*, Ransom Sherman and Don McNeil are among the well-known radio names for whose success Mr. Strotz is in a great measure responsible. One personality, however, which might have joined this list was Edgar Bergen. Strotz saw the ventriloquist perform at the Chez Paree, a Chicago night club, and invited him to NBC for an audition. The planning board agreed that the actor couldn't keep up interesting material for any length of time and voted no. Sid agreed, and accepted the decision. "I alone was responsible for this error in judgment," he says, which points out still another key to his character.

In his newly-appointed capacity, Sidney Strotz is again hand-clasping his first love in radio—programming. To get a shrewd analysis of the radio industry, ask him what he thinks of radio today and tomorrow. He'll say, "The miracle days are gone. Like most businesses, radio took the lines of least resistance. A surprising number of American stations are losing money. The answer is, we've got to go out and sell good radio—I mean good shows that are well and intelligently merchandised. Radio has depended too much on other entertainment fields for its talent. This trend, I am sure, will fade for radio *must* develop its own names now more than ever before. We must use radio wisely to sell radio to the public. We cannot predict what the future holds in store. We must be on our toes every minute, accept changes, interpret trends and when we decide which courses are right, act with determination."

In 1923 Mr. Strotz married the charming Frances Vyse. They have three children: Shirley, Charles N., and Sandra. He is a member of the Chicago Athletic Club, Knollwood Country Club, Merchants & Manufacturers Club, Chicago Golf Club and a Chi Psi. His hobbies include riding, hunting, golf and fishing. In the latter sport he holds the world's record for Yellowtail with a 71½ pounder caught off Catalina Island.

Personal NOTES

NILES TRAMMELL, NBC president, was host last Monday at a "get acquainted" luncheon for Leopold Stokowski, who will conduct the NBC Symphony Orchestra in eight concerts during the coming winter. Guests included the top executives of NBC and RCA.

WILLIAM L. WALLACE, formerly promotion and merchandising manager of KFBB, Great Falls, Mont., has joined the sales staff of WLOL, Minneapolis.

MICHAEL R. HANNA, general manager of Cornell U's WHCU, Ithaca, N. Y., is directing a course in radio instruction instituted by Ithaca College as part of the regular fall curriculum.

LEWIS WINNER on Oct. 1 became editor of *Communications*, technical radio journal published in New York by Bryan Davis Publishing Co.

MILTON SAMUEL, manager of the press department of KGO-KPO, San Francisco, has returned from a trip to the East.

STANLEY BREYER, account executive of KJBS, San Francisco, recently became the father of a baby boy.

JACK COWDEN, who resigned from CBS in April, 1940, to become director of sales promotion for KSFO, San Francisco, has rejoined CBS to work in the station relations department.

BILL GATFIELD, account executive of CKLW, Windsor, Ont., has been elected a regional representative to the Ontario Junior Chambers of Commerce at St. Catherine, Ont.

STEPHEN WILLIS, manager of WJNO, West Palm Beach, Fla., has been named chairman of the community advertising committee of the local chamber of commerce.

JAMES A. WILSON, formerly of WCHS, Charleston, W. Va., has joined the sales staff of WBLK, Clarksburg, W. Va.

DAVE SUTTON, of CBS radio sales staff, WBBM, Chicago, is the father of a girl born Sept. 28.

VICTOR M. SHOLIS, director of the Clear Channel Information Service, Washington, left Sept. 28 on a six-week tour of clear-channel stations.

S. S. FOX, president and general manager of KDYL, Salt Lake City, was a guest with Gov. Maw at the reviewing of troops stationed at Fort Douglas.

FRANK DURBIN, of the sales staff of KLZ, Denver, has been confined to the Veterans Hospital, Cheyenne, Wyo., with a siege of illness. Jack Ross, KLZ auditor, recently underwent an appendectomy.

WILLIAM S. LINDSEY, formerly commercial manager of WFBC, Greenville, S. C., has joined the commercial staff of WROL, Knoxville, Tenn.

HAROLD R. CARSON, CFAC, Calgary, and president of All-Canada Radio Facilities, is a national director of the recently formed Air Cadet League of Canada, a junior air force preparing high school boys for the Royal Canadian Air Force.

Changes Made by CBS In Net Sales Personnel

WITH THE departure of George Bayard, CBS Chicago network salesman, to take charge of the New York office of Russel M. Seeds Co., Oct. 15 [BROADCASTING, Sept. 29] several personnel changes have been announced.

Richard Elpers of WBBM sales replaces Mr. Bayard; Dudley Faust also of sales moves into Mr. Elpers position while Thomas H. Dawson of Radio Sales, Chicago, a CBS subsidiary, returns to WCCO, Minneapolis as sales manager. Mr. Dawson replaces Carl Burkland, who has joined Radio Sales in New York. Beatrice Ferbend, secretary to Publicity Director James Kane of WBBM, takes over the publicity job vacated by Chuck Logan who has been transferred to special events in Chicago.

Sam H. Kaufman replaces Robert L. Hutton Jr., as sales promotion and publicity director of WCCO. Mr. Hutton has been named sales promotion manager of WEAF and WJZ, New York [BROADCASTING, Sept. 29].

BEHIND the MIKE

WILLIAM McDOWELL SWEETS, pioneer NBC production manager, has returned to the NBC production staff after several years of free-lance producing. He first joined WRC, Washington, in 1925 as studio manager after working for United Press as cable editor and London correspondent.

ALLEN STOUT and Fred Pfahler, announcers of WROL, Knoxville, Tenn., have been appointed day and night supervisors, respectively. Roy Bass has joined the WROL announcing staff.

BOB LOCHNER, son of Louis P. Lochner, head of the Berlin office of the Associated Press, has joined NBC's international division as assistant to Maurice English, the department's national defense editor.

TOM SLATER, MBS sports coordinator, and producer and m.c. of the Mutual *This Is Fort Dix* program, has been made an Honorary Major of the 44th Infantry Division at Fort Dix.

EDWIN O'CONNOR, formerly of WBEN, WJNO and WPRO, has joined the announcing staff of WDRC, Hartford, Conn.

SHELDON PETERSON, of the news staff of KLZ, Denver, is to teach courses in radio news editing and reporting at the U of Denver during the 1941-42 school year.

ED BRADY, formerly of KVOD, Denver, has joined KOA, Denver.

SPORTS STARS Bud Thorpe and Lee Weelans of KLZ, Denver, hold the spoils of victory. Announcer Thorpe won the station's handicap golf tournament, licking his boss, Manager Hugh Terry, while Musical Director Weelans upset the dope by defeating acting Chief Engineer Harvey Wehrman at horseshoes. Engineers were favored to win the latter contest because the horse shoe court was located out at the transmitter site.

BENEDICT HARDMAN, news editor of WLOL, Minneapolis, will teach the radio courses at the College of St. Catherine this year. Hardman succeeds Thomas D. Rishworth of KSTP who was recently appointed assistant public service director for NBC's eastern division.

ARTIE MEHLINGER, Hollywood contact man of BMI, has severed his connections and is now in New York.

HAL RORKE, CBS West Coast publicity director, has sold an original radio drama, "His Own Backyard" to be produced for the CBS *Big Town* series, resuming Oct. 8 under sponsorship of Lever Bros. (Rinso).

RICHARD BROOKS, NBC Hollywood commentator, has sold three original stories, used on his nightly quarter-hour program, to Max Fleischer Studios, Miami. Stories will be dubbed into a cartoon film.

PEGGY FOLEY, of the special events department at KSFO, San Francisco, left Oct. 1 to join the Hollywood branch of Needham, Louis & Brorby, Chicago agency. She will handle talent and assist in production with Cecil Underwood and Van Fleming.

JOHN C. SCHRAMM, production manager of WBYN, New York, resigned effective Sept. 26.

JACK MARTIN, formerly of the WHN, New York, announcing staff, has joined WOPI, Bristol, Tenn. as sportscaster.

LEILA GILLIS has joined the sales promotion and publicity staff of WCCO, Minneapolis, succeeding Betty Carlile.

DON KEARNEY, formerly of WHAM Rochester, WKNY Kingston, WFAS White Plains, WAGE Syracuse, has joined the public relations staff of United Service Organizations in New York.

HUGH IVEY, staff announcer of WSB, Atlanta, who is also a ground school navigation instructor at Georgia Tech, will soon start instructing student pilots in navigation at Camp Gordon, Atlanta.

MAX DOLIN, one-time musical director of NBC San Francisco, has been appointed to a similar capacity at KIRO, Seattle.

TED BLISS, CBS Hollywood producer, is the father of a girl born Sept. 27.

HAL GIBNEY, Hollywood announcer, has been assigned to the weekly half-hour NBC *Capt. Flagg & Sergeant Quirt*, which started Sept. 28 under sponsorship of Mennen Co. He also collaborates with commentator Frances Scully on the twice-weekly quarter-hour *Speaking of Glamour*, which started Sept. 28 on 6 NBC-Pacific Blue stations with Pacquins Inc. (hand cream), as sponsor.

RICHARD KROLIK, graduate of Dartmouth College, new to radio, has joined MBS as assistant to Lester Gottlieb, Mutual publicity director, succeeding Edward J. Nickel, who has joined *Parade*.

RAYMOND KAY, summer relief announcer of WIP, Philadelphia, completed his assignment Sept. 25, and on the same day, received a letter from his draft board in Baltimore ordering him into the Army.

TEE CASPER, sportscaster of KGKO, Fort Worth, on Oct. 11 is to marry Dorothy Eisele.

PERRY HILLEARY, formerly of KFPY, Spokane, and KELA, Centralia, Wash., has joined KOY, Phoenix, as continuity writer.

JESS ALEXANDER, gag writer for Bob Hawk and staff member of WAAF, Chicago, has been inducted into the Army. A first lieutenant, Field Artillery Reserve, he has been assigned to the Signal Corps at Harvard U.

DICK LAWRENCE, CBS producer, and Eleanor Engle, CBS actress, both of WBBM, Chicago, were married Sept. 18 at Freeport, Ill.

HARRY CREIGHTON, sports editor of WAAF, Chicago, is back on the job after spending eight weeks in bed with two broken ribs which he received while playing baseball.

BOB PROVENCE, formerly of WMMN, Fairmont, West Va., has joined the announcing staff of WKBN, Youngstown, O.

HENDRIK BOORAEM Jr., has been named to direct and produce the new *March of Time* series which will make its debut on NBC-Blue Oct. 9.

DICK FLIEHR, announcer of WLOL, Minneapolis, has accepted a position in the speech department of the U of Minnesota.

CLIFF HOWELL, program director of KFSO, San Francisco, returns to CBS in Los Angeles where he will be associated with production on several shows.

THRILLING...CHILLING...

AUDIENCE-BUILDERS:

(AN NBC RECORDED PROGRAM)

YOU'LL MARVEL at the action, suspense and entertainment packed in these capsule thrillers! Each is complete in itself, with the crime, the clues, and the solution—skilfully produced with top NBC talent.

"FIVE-MINUTE MYSTERIES"

is a series that keeps every listener on the edge of his chair . . . a "Sherlock Holmes" unraveling deep, dark secrets! Each of the 63 programs can be presented in a five-minute spot, with opening and closing announcements, or as a high-spot in a longer show. They have successfully sold coal, drugs, laundry service, meats, beverages, rugs, auto accessories and many other products. Sold as complete series of 63 shows . . . or in units of 26, 39 or 52 programs. *Write for rates and availability.*

Ask about other NBC recorded programs, too: Betty and Bob—Hollywood Headliners —Time Out—The Face of the War—Getting the Most Out of Life Today

NBC Radio-Recording Division
NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
RCA Bldg., Radio City, New York
Merchandise Mart, Chicago • Trans-Lux Bldg., Washington • Sunset & Vine, Hollywood

Guestitorial

(*Continued from page 34*)

of the case for motion pictures as a sales promotion devise in radio.

The writer has seen how motion picture films did a job for both magazines and newspapers. There is no reason why such a medium can't do even better for radio stations. Specifically, here is what a good film can do:

1. Convince the general public on the public service their stations render.

2. Dramatize the efforts of the station to serve the community.

3. Explain why 'the wheels go round' and how they're made to run.

4. Influence important individuals and groups who might be apathetic or hostile to radio.

And as a sales-making tool, a motion picture can:

1. Explain the values of radio to prospects.

2. Help him enthuse his salesmen and dealers.

3. "Pre-sell" the forthcoming radio campaign to the entire trade.

4. Help the station manager 'merchandise' the sponsors' programs—and *the station* with *all* trade factors.

It is obvious that a good motion picture can find general audiences, such as those who attend theatres, and selected audiences, such as members of social and political and lunch clubs. This latter audience, of course, includes all the influential men of the community; those in trade, professions, government and the church. But after that, *the less obvious use* of films comes into its real "dollar-and-cents" own!

While the lustre of radio will never dull as long as those in it keep it exciting, some of the bloom is off the rose; not so frequently any more are heard the cheers and yells of a sales staff when a radio campaign is announced by the sales manager or account executive from the agency. The jargon of broadcasting is no longer a strange tongue; the salesman pounding his territory talks "Crossley's", "platters", "station-breaks", "multivolts" like a war-horse engineer.

Yes, dealers have been known to yawn while listening to the salesman explain his big radio show. Night and day, wholesalers and their staffs are exposed to some of the most intriguing picture-presentations by radio's competition—the local newspaper, the magazine and the billboard. All's fair in love and ad-war! The bang of radio "birthed" these competing sales-promotion jobs; the quick and economical way in which radio has piled up sales records created this new competition. The writer knows, having bucked it for 15 years.

Both Jobs Important

Undoubtedly, radio presumed no answer was necessary to the intensive jobs other media do with the wholesale and retail set-up in a great number of American cities. "Let George do it", radio said. "We'll stick to the main job of putting on programs and selling them." However, the record shows the most successful stations in the country are those who have considered the wholesaler and retailer, and have 'merchandised' the pants off them. Today, every one agrees that *merchandising is the thing!* Yet, like the weather, nothing much is done about it.

So, here are the two main uses of a promotion motion picture film:

1. To build goodwill for radio in the community.

2. To "merchandise" the station and the advertisers who use it.

Today, *both* jobs are equally important. And *both* jobs can be done with a film!

One suggestion is a "two-in-one film"; the first half a short and vivid picturization of the history of radio, and a 're-cap' of some of its tremendous achievements. The second half which, for convenience's sake we'll call 'The Sell', talks selling, how radio sells, how a wholesaler and dealer can harness this power, and gear it down to where it will work in the store, in the garage, in the bank and so on.

It would be a marvelous thing, for example, if NAB, or another group, would underwrite a full-fledged epic of the air to run, say, 25 minutes. This would be a general and inspiring picture of the conception of radio and a dramatic, rapid-fire recountal of its brief history.

Prints could be supplied to the various participating members who would add to this major effort, a locally made film pointing up a personalized story of the specific station. The local film could be in production concomitant to the larger effort. The group appointed to make the film could aid the local station in supplying good professional type of treatment for the local maker to follow.

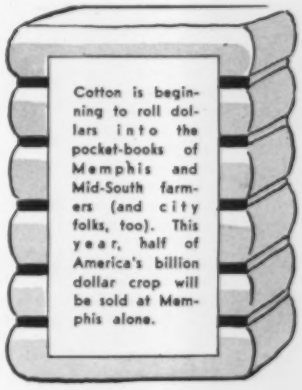
It Worked for Others

This is just an 'off-the-top of the head' suggestion. If we have succeeded in stirring the imagination of the many creative minds who people this industry; if herein is a pin-point of light showing what the industry can do together in a workable job of needed 'horn-tooting', the writer feels well-paid for this midnight stint.

To sum up: The public service of radio, the drama of radio, the power of radio to influence people can sell goods at lower costs can be dramatized in the *voice-picture* technique. The writer has seen it do a job for other forms of media, and for other industries lacking the lure and the color found in radio. Motion picture films "paid-out" for them . . . they can pay out for radio!

OF COURSE, we mean this figuratively, but speaking of figures, the Memphis wholesale market is a billion dollar proposition. Yes, wholesale sales in Memphis and the Mid-South total more than one billion dollars . . . greater than all other Tennessee cities combined.

Check this with the wholesales sales volume of cities that are larger, such as Buffalo, Newark, Milwaukee and Indianapolis, and you'll see that the Memphis wholesale trade volume is greater. That's why WMC, the station that covers this rich market, is such an economical and productive buy.


Cotton is beginning to roll dollars into the pocket-books of Memphis and Mid-South farmers (and city folks, too). This year, half of America's billion dollar crop will be sold at Memphis alone.

5,000 Watts Day
1,000 Watts Night

WMC

NBC RED NETWORK

MEMPHIS, TENN.

THE *Billion Dollar* MARKET

★

Represented Nationally by THE BRANHAM CO.

★

Owned and Operated by

THE COMMERCIAL APPEAL

★

MEMBER OF SOUTH CENTRAL QUALITY NETWORK

WMC—MEMPHIS
WJDX—JACKSON, MISS.
KARK—LITTLE ROCK
KWKH-KTBS—SHREVEPORT
WSMB—NEW ORLEANS

Pabst Drama

A DEADLINE DRAMA, and an oh so happy ending, was enacted by Pabst Sales Co., Chicago, with a last-minute decision to sponsor the broadcasts of Chicago Bears pro football games on WENR, Chicago. Through the agency, Lord & Thomas, Chicago, the contract was signed noon Saturday, and shortly after noon Sunday, Fort Pearson was on the air broadcasting the first game of the series on Sept. 20 from Green Bay. Pabst is also sponsoring broadcasts of the New York Giants on WHN, New York.

Big WISR Opening

THE ENTIRE city of Butler, Pa., turned out the night of Sept. 26 in a mammouth celebration of the opening of the new WISR. Following a parade which included visiting Pittsburgh fireman and police bands as well as floats of the Army "Jeep" or bantam tanks, manufactured in Butler, entertainment and fireworks were provided in the local ball park. On hand were Mayor Scully of Pittsburgh, Billy Conn, Fritzie Zivic and MBS Sportscaster Tom Slater. Station is owned by David Rosenbaum, local department store owner, and operates on 680 kc. with 250 watts. James L. Cox, formerly of the West Virginia Network, is manager.

WBBM AGAIN SELECTS J-M ACOUSTICAL MATERIALS TO INSURE BROADCAST QUALITY

Like hundreds of other leading stations, WBBM, Chicago, protects broadcast quality by again selecting J-M Acoustical Treatment and the J-M System of Sound Isolation for their new studios, control rooms and sound locks. Office space, too, is quieted with J-M Sound Control Materials to increase efficiency. The cost of such treatments is surprisingly low for any station. And the resulting protection for high fidelity is too important to overlook. For complete information, write Johns-Manville, 22 East 40th Street, New York, N. Y.

JM JOHNS-MANVILLE
Sound-Control Materials
and Acoustical-Engineering Service

Meet the LADIES

HAZEL KENYON

POSITIVE steps to insure the proper handling of public service activities were taken recently when KIRO, Seattle, announced the appointment of Hazel Kenyon to its staff as director of education. Miss Kenyon brings to Seattle a rich background of extensive experience in this field as well as national recognition of her efforts. Until recently she operated KBPS for the Portland, Ore., public schools where her radio productions gained national awards for excellence from the National Council of English Teachers and the Institute for Education by Radio.

A member of Phi Beta Kappa, scholastic honorary, Miss Kenyon is a graduate of the U of Washington. She has also done graduate work at Oregon, Northwestern, Columbia, New York U, California and La Sorbonne in Paris, in drama, radio, education and languages. She is a member of the National Advisory Board, School Broadcast Conference, National Advisory Board, Institute of Oral and Visual Education; National Organizational Committee, Association for Education by Radio; and National Exchange Committee of Radio Writers for Children.

'Ledger' Drops Column

GEORGE OPP, radio editor of the *Philadelphia Evening Public Ledger*, has resigned. With his departure the *Ledger* discontinued its daily radio column.

Interference in Canada By AFM in Pickup of Service Bands Claimed

REPORTS that the American Federation of Musicians had threatened to cut NBC, CBS and Mutual programs to the Canadian Broadcasting Corp. if the CBC again allowed the Royal Canadian Air Force band to play on the CBC were current in Ottawa last week.

"So much has the musicians' union interfered with performances by RCAF bands . . . Air Minister C. G. Power recently was forced to rewrite service regulations governing activities of air force bands," the *Ottawa Journal* stated. "Mr. Power released to the *Journal* information taken from a letter recently directed to Walter Murdoch, Canadian member of the AFM, instructing that gentleman that RCAF bands would play 'where and when' the Air Council or officers commanding Air Force districts so decided. But this 'where and when' does not include CBC networks, even on engagements which might be arranged exclusively for recruiting purposes."

Ernest Bushnell, CBC program supervisor at Toronto, stated the union had made a verbal protest when the RCAF band played three months ago. He said the band was broadcast then and will be again. "Any time the Government wants us to broadcast the RCAF band, we will do so", he said. "We would broadcast it regardless of any threats or 'orders' from other sources. But there won't be any threats or orders from the musicians; there never have been. All our relations with the union have been on a very friendly basis.

"Three months ago, when we planned to broadcast the RCAF band, Mr. Murdoch of the union told me he was entering a protest. The CBC is not fighting the union. If there is anything to be settled it is between the Government and the union. We shall do all in our power to stimulate recruiting".

Candy Announcements

CYNTHIA SWEETS Co., Boston, on Sept. 29 started a 12-13 week campaign for its sweets and candy using thrice weekly transcribed and live announcements on eight New England stations, as follows: WBZ-WBZA, WLAW, WEAN, WDRC, WICC, WGAN and WLBZ. Agency is Albert Frank-Guenther Law, Boston.

SELL CENTRAL ILLINOIS

An Above Average Market

★ BLOOMINGTON—heart of the corn belt, has the third highest per capita income in Illinois.

★ McCLEAN COUNTY—ranks first in corn production in the United States, is one of the three richest agricultural counties in the country.

WJBC

BLOOMINGTON — NORMAL

Represented by International Radio Sales

CBS Teacher's Manual Is Sent to Many Nations

WITH start of the fall school term and the 13th season of the CBS *School of the Air of the Americas*, which resumes Oct. 6, CBS has distributed 260,000 copies of the corollary teacher's manual, published in conjunction with the program, to educators throughout the United States, Canada, Alaska, Hawaii, the Philippines and Latin America. Printed in English, 200,000 of the manuals are to be used in this country and Canada for classroom guidance. The other 60,000, in Spanish and Portuguese, are to be sent to Latin American countries through their embassies in Washington.

As in past years, the 1941-42 guide was prepared to assist teachers in making practical classroom use of the *School of the Air* programs. Included in the 126-page manual are suggestions for discussions, readings and other lessons in connection with the broadcasts.

Weiland Sells Stock

JONAS WEILAND, owner of WFTC, Kinston, N. C., and holder of a minority interest in WGBR, Goldsboro, N. C., was granted consent Oct. 1 by the FCC to relinquish his holdings in WMVA, Martinsville, Va., which he held in partnership with William C. Barnes, publisher of the *Martinsville Bulletin*. Under the new setup the assignee, Martinsville Broadcasting Co. Inc., will be 50% controlled by Mr. Barnes, with the other 50% divided among various businessmen of Martinsville with Kennon C. Whittle, an attorney, acquiring the largest share, 14.7%. Total cash consideration in the deal is $13,100. WMVA, authorized last year, went on the air last February and operates with 250 watts on 1450 kc.

Priorities Vex Canadians

CANADIAN Broadcasters through the Canadian Assn. of Broadcasters are now negotiating with the Priorities Branch of the Department of Munitions & Supply, Ottawa, for priorities on replacements and new equipment, a problem now acute in the Dominion where considerable broadcasting equipment is imported from the United States. Until recently Canadian stations had not experienced great difficulty in obtaining equipment, but now this is becoming more difficult. The CAB hopes to work out a system of priorities similar to that now in force in the United States. No Canadian station, the CAB reports, has at present a complete duplicate transmitter to take care of emergencies, as some in the United States are reported to have.

1-A for Harmon

SAME DAY that WJR, Detroit, entertained top-ranking business executives of the community Sept. 19 to meet Tom Harmon, the station's new sports director who will handle all U of Michigan football games this season, the All-America star was notified that he was given 1-A status by his draft board in Gary, Ind. His first broadcast was the Michigan-Michigan State game Sept. 27, coincident with the premiere of his picture, "Harmon of Michigan," in the Detroit Fox.

Mystery Resumes

STANDARD BRANDS, New York (Fleischmann's foil yeast), for the fourth consecutive season, on Oct. 6 resumes the weekly half-hour program, *I Love a Mystery*, on 64 NBC-Blue stations, Monday, 8-8:30 p.m. (EST), with West Coast repeat, 8:30-9 p.m. (PST). Cast will continue to include Michael Raffetto and Barton Yarborough, with Gloria Blondell and Mercedes McCambridge as feminine interests. Paul Carson, organist, will supply musical background, with Dresser Dahlstead announcing. Carlton E. Morse is writer-producer. Kenyon & Eckhardt, New York, is agency.

Iowa Station Boosts

TWO IOWA stations procured improved facilities from the FCC Sept. 30 when it authorized KFVD, Fort Dodge, to go to fulltime with 250 watts on 1400 kc. as soon as KGFQ, Boone, now 100 watts specified hours on that frequency, is ready to move to 1260 kc. with 250 watts. The latter station, operated non-commercially by Boone Biblical College, was given a daytime assignment and was authorized to make changes in its transmitter and install a new antenna.

LOU LONDON, program director of WPEN, Philadelphia, became the father of a daughter, Dale Roberta, born Sept. 29.

Wichita Airplane Orders to Reach 500 Million

Sounds like Chamber of Commerce figures, doesn't it? Yet Wichita is already well along the way toward that figure. And new orders continue to pile in.

Looks like this would be a swell time for people with things to sell to start telling the folks in Wichita and in Kansas all about it.

KFBI is ready—with snappy programs—aggressive announcers and responsive listeners. **Are YOU?** Let's go!

The Pioneer Voice of Kansas

KFBI • WICHITA

5000 WATTS DAY • 1000 WATTS NITE

WJHP

N·B·C BLUE

Now MUTUAL and BLUE at WJHP. Here's Double Value in every minute. WJHP is a must in Jacksonville.

JACKSONVILLE WJHP FLA.

THIS IS FOR DISTINGUISHED SERVICE!

ARMOUR AND COMPANY
GENERAL OFFICES: UNION STOCK YARDS
CHICAGO, ILLINOIS
ADVERTISING DEPARTMENT

June 12, 1941

Mr. R. P. Jordan, Manager
Radio Station WDBJ
Roanoke, Virginia

Dear Mr. Jordan:

We just want you to know that both the Armour and Company branch at Roanoke and this office appreciate the fine record WDBJ set on the TREAT TIME Chrysanthemum offer.

The fact that you ranked second on a cost basis among a total of 51 stations on the TREAT TIME list certainly proves that you have done an outstanding job — and we are confident that our advertising on WDBJ will continue to be just as productive as in the past.

With very best wishes, we remain

Cordially yours,

ARMOUR AND COMPANY
CLAIR HEYER

CH:rr

WE don't mean to boast by reproducing the letter above, but simply to point out what lots of advertisers are happily discovering: that on a *results-per-cost* basis, WDBJ (the *only* station completely covering the rich, responsive Roanoke-Southwest Virginia market!) is one of the best radio buys anywhere! Write for details.

WDBJ

ROANOKE, VIRGINIA

Owned and Operated by the **TIMES-WORLD CORP.**

CBS Affiliate—5000 Watts Full Time—960 Kc.

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WHO, Des Moines

Hulman & Co., Terre Haute (Clabber Girl baking powder), 39 *sa* weekly, thru Pollyea Adv. Co., Terre Haute.
Russell-Miller Milling Co., Minneapolis (Occident flour), 140 *ta*, thru N. W. Ayer & Son, Chicago.
Schulze-Burch Biscuit Co., Chicago, 195 *sa*, thru Reincke-Ellis-Younggreen & Finn, Chicago.
Pinex Co., Fort Wayne, 330 *sa*, thru Russel M. Seeds Co., Chicago.
Vick Chemical Co., New York, 52 *sp*, thru Morse International, N. Y.
General Cigar Co., New York (Van Dyck), 26 *ta*, thru Federal Adv. Agency, N. Y.
Chase Candy Co., St. Joseph, Mo., 26 *sa*, thru Potts-Turnbull Co., Kansas City.
Chicago Gospel Tabernacle, Chicago, 312 *t*, direct.
Iodine Educational Bureau, New York, 52 *ta*, thru Simmonds & Simmonds, Chicago.
E. I. DuPont de Nemours & Co., Wilmington, 13 *sa*, thru BBDO, N. Y.
Olson Rug Co., Chicago, 21 *sp*, thru Presba, Fellers & Presba, Chicago.
Peter Paul Inc., Naugatuck, Conn., 157 *ta*, thru Platt-Forbes, N. Y.

WHN, New York

North America Wine Corp., Long Island City (San Martin Wines), 3 *sp* weekly, thru Nascon & Bourne, N. Y.
Thos. Leeming & Co., New York (Baume Bengue), *sa* daily, 25 weeks, thru William Esty & Co., N. Y.
General Motors Corp., Detroit (Chevrolet), *sa* daily, thru Campbell-Ewald Co., Detroit.
John F. Jelke Co., Chicago (Good Luck margarine), 3 *sp* weekly, thru Young & Rubicam, N. Y.
Griffin Mfg. Co., Brooklyn (shoe polish), *sa* daily, 52 weeks, thru Bermingham, Castleman & Pierce, N. Y.

WHBF, Rock Island, Ill.

Manhattan Soap Co., New York, 5 *ta* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Johnson & Johnson, New Brunswick, N. J. (Tek), 5 *sa* weekly, thru Ferry-Hanly Co., N. Y.
Heileman Brewing Co., LaCrosse, Wis., 2 *sp* weekly, thru W. Ramsey Co., N. Y.
Schultz, Baujah Co., Beardstown, Ill. (feeds), 6 *sp* weekly, thru Mace Adv. Co., Peoria.
Marlin Firearms Co., New Haven, 5 *ta* weekly, thru Craven & Hedrick, N. Y.

KDYL, Salt Lake City

Gebhardt Chili Powder Co., San Antonio, 3 *sa* weekly, thru Pitluk Adv. Agency, San Antonio.
Thos. Leeming & Co., New York (Baume Bengue), 10 *sa* weekly, 25 weeks, thru Wm. Esty & Co., N. Y.
Tea Garden Products Co., San Francisco (food), 26 *sa* thru Erwin, Wasey & Co., San Francisco.
Lever Bros. Co., Cambridge (Spry), 10 *sa* weekly, one year, thru Ruthrauff & Ryan, N. Y.

WQXR, New York

Gambarelli & Davitto, New York (wines), 6 *sp* weekly, 52 weeks, thru DeBiasi Adv. Agency, N. Y.
Bulova Watch Co., New York, 81 *ta*, 13 weeks, thru Biow Co., N. Y.
Beech-Nut Packing Co., Canajoharie, N. Y. (Beech-Nut products), 6 *sa* weekly, 15 weeks, thru Newell-Emmett, N. Y.
United Artists Corp., New York (Lydia movie picture), 28 *sa*, one week, thru Buchanan Co., N. Y.

KSL, Salt Lake City

Peter Paul Inc., Naugatuck, Conn., 156 *sp*, thru Brisacher, Davis & Staff. San Francisco.
Lever Bros. Co., Cambridge (Rinso), 8 *sa*, thru Ruthrauff & Ryan, N. Y.

KPO, San Francisco

Denalin Co., San Francisco (dental plate cleanser), weekly *sa*, thru Rufus Rhoades & Co., San Francisco.

WCAO, Baltimore

Conservation Committee, 169 *ta* thru Olian Adv. Agency, St. Louis.
Admiration Labs., Newark (shampoo), 102 *ta*, thru Charles Dallas Reach, Newark.
Wm. Wrigley Jr. Co., Chicago, 978 *ta*, thru Vanderbie & Rubens, Chicago.
Wm. H. Wise & Co., New York (books), 52 *t*, 26 *t*, thru Northwest Radio Adv. Co., Seattle.
Pabst Sales Co., Chicago, 52 *sp*, thru Lord & Thomas, N. Y.
M. & M. Candy Co., Newark, 100 *sa*, thru Lord & Thomas, N. Y.
California Fruit Growers Assn., Los Angeles (Sunkist oranges), 100 *sa*, thru Lord & Thomas, Los Angeles.
Macfadden Publications, New York (*True Story* magazine), 30 *sa*, thru Arthur Kudner Inc., N. Y.
Proctor & Gamble Co., Cincinnati (Duz), 100 *sa*, thru Compton Adv., N. Y.
F. G. Vogt & Sons, Philadelphia (sausage), 26 *sa*, thru Clements Co., Philadelphia.
American Chicle Co., Long Island City (Dentyne), 200 *sa*, thru Badger, Browning & Hersey, N. Y.

WNEW, New York

Seeck & Kade, New York (Pertussin), 3 *sp* weekly, 26 weeks, thru Erwin, Wasey & Co., N. Y.
Taylor-Reed Corp., Mamaroneck, N. Y. (Tumbo chocolate pudding), 3 *sp* weekly, 13 weeks, thru W. I. Tracy Inc., N. Y.
Plough Inc., Memphis (Penetro), 6 *sp* weekly, 52 weeks, thru Lake-Spiro-Shurman, Memphis.
Piso Co., Warren, Pa. (cough remedy) 6 *sp* weekly, 20 weeks, thru Lake-Spiro-Shurman, Memphis, Tenn.
Street & Smith, New York (*Pic* magazine), 6 *sp* weekly, one week, thru St. George & Keys, N. Y.
Lorr Labs., Paterson, N. J. (Durageloss nail polish), 3 *sp* weekly, 52 weeks, thru H. M. Kieswetter Inc., N. Y.
P. Lorillard Co., New York (Old Golds), 10 *sa* weekly, 16 weeks, thru J. Walter Thompson Co., N. Y.
Hurley Machine Co., Chicago (Thor Gladiron), 6 *sa* weekly, 13 weeks, thru E. H. Brown Adv. Agency, Chicago.
Bulova Watch Co., New York, 60 *sa* weekly, 13 weeks, thru Biow Co., N. Y.

WEBC, Duluth

Russel-Miller Milling Co., Minneapolis (Occident flour), 6 *sp* weekly, thru N. W. Ayer & Son, Chicago.
Lever Bros. Co., Cambridge (Swan), 15 *sa*, *ta*, thru Young & Rubicam, N. Y.
Vick Chemical Co., New York, 3 *sp* weekly, thru Morse International, N. Y.
Block Drug Co., Jersey City, 5 *ta* weekly, thru Raymond Spector Co., N. Y.
Pinex Co., Fort Wayne (proprietary), 10 *sa* weekly, thru Russel M. Seeds Co., Chicago.
Johnson & Johnson, New Brunswick, N. J. (Tek), 17 *ta* weekly, thru Ferry-Hanly Co., N. Y.
W. H. Sheaffer Pen Co., Fort Madison, Ia., 2 *ta* weekly, thru Russel M. Seeds Co., Chicago.
Studebaker Co., South Bend (autos), 3 *sp*, thru Roche, Williams & Cunnyngham, Chicago.

KGO, San Francisco

Standard Beverages Co., Oakland, Cal. (soft drinks) weekly *sa*, thru Emil Reinhardt, Oakland.

KYW, Philadelphia

Little Crow Milling Co., Warsaw, Ind. (Coco Wheats), 5 *sp* weekly, thru Rogers & Smith, Chicago.
Wheatena Corp., Rahway, N. J. (cereal), 5 *tp* weekly, thru Compton Adv., N. Y.
William S. Scull Co., Philadelphia (Boscul coffee), *sp* weekly, thru Compton Adv., N. Y.
Perfection Stove Co., Cleveland (Superfex heaters), 3 *tp* weekly, thru McCann-Erickson, Cleveland.
Conti Products, Brooklyn (shampoo), 5 *sa* weekly, thru Bermingham, Castleman & Pierce, N. Y.
McCall Corp., New York (*Red Book* magazine), 3 *sa* weekly, thru Joseph Katz, N. Y.
National Oil Products Co., Harrison, N. J. (Admiracion shampoo), 6 *sa* weekly, thru Charles Dallas Reach, Newark.
American Cigarette & Cigar Co., New York (Pall Mall), 24 *sa* weekly, thru Ruthrauf & Ryan, N. Y.
Vick Chemical Co., New York (cough drops), 5 *sa* weekly, thru Morse International, N. Y.
Philadelphia & Reading Coal & Iron Co., Philadelphia (coal), 4 *sa* weekly, thru McKee & Albright, Philadelphia.
Beech-Nut Packing Co., New York (chewing gum), 5 *sa* weekly, thru Newell-Emmett, N. Y.

WOR, New York

Agash Refining Corp., Brooklyn (French dressing and olive oil), 2 *t*, 2 *sa* weekly, thru Blaine Thompson Co., N. Y.
John F. Trommer Inc., Brooklyn (beer), 3 *sa* weekly, thru Federal Adv. Agency, N. Y.
Studebaker Corp., South Bend, Ind. (autos), 2 *sp* weekly, thru Roche, Williams & Cunnyngham, Chicago.
Quaker Oats Co., Chicago (Sparkies), 5 *t* weekly, thru Ruthrauff & Ryan, Chicago.
L. N. Renault & Sons, Egg Harbor, N. J. (wines), 3 *sp* weekly, thru Gray & Rogers, Philadelphia.

KOA, Denver

Rit Products Corp., Chicago (dye), 11 *ta* weekly, thru Earle Ludgin Inc., Chicago.
Catspaw Rubber Co., Baltimore (rubber heels, soles), 2 *ta* weekly, thru S. A. Levine Co., Baltimore.
General Food Corp., New York (Post Toasties), 5 *t* weekly, thru Benton & Bowles, N. Y.
Oyster Shell Products Co., New Rochelle, N. Y. (poultry feed), weekly *sa*, thru Cecil & Presbrey, N. Y.

KFI, Los Angeles

Chatham Mfg. Co., Winston-Salem, N. C. (blankets), 2 *sp* weekly, thru M. H. Hackett Inc., N. Y.
Allcock Mfg. Co., New York (porous plaster), 3 *t* weekly, thru Small & Seiffer, N. Y.
Van Camp's Inc., Indianapolis, Ind. (food), 2 *ta* weekly, thru Calkins & Holden, N. Y.

KHJ, Hollywood

Ex-Lax Mfg. Co., Brooklyn (laxative), 5 *ta* weekly, thru Joseph Katz Co., N. Y.
Douglas Oil & Refining Co., Los Angeles, 6 *ta* weekly, thru H. W. Kastor & Sons, Chicago.

Z NET, THREE STATIONS THAT PRODUCE ASTONISHING RESULTS

CANADA SPONSORS NEW BOND SERIES

ANOTHER commercially sponsored war finance drive starts in Canada Oct. 8 with the first of seven half-hour Wednesday evening network variety shows featuring internationally known stars. At the same time a transcribed dramatized spot announcement campaign starts on practically every Canadian station. The campaign will promote the Government's War Savings Certificates and War Savings Stamps, the certificates selling at $4 for $5 maturity in 7½ years, and stamps in 25-cent denominations exchangable for certificates.

The first campaign of the Department of Finance started Jan. 31, the second April 21 and running to June. The autumn drive includes a 50-station English-language network carrying the Wednesday evening network show, and a similar French program going over practically all French-language stations in Quebec province. The transcribed spots start at one a day, go to two a day during the local regional four-week drive of greatest intensity.

Seventy English language stations and all French stations are booked to carry the spots. Stations will also cooperate with their local committees with free time, and as in previous campaigns commercial sponsors are expected to aid with announcements.

Nehi Breaks

NEHI Corp., Columbus, Ga. (soft drinks), on Sept. 29 launched a campaign of transcribed station-break announcements on an undisclosed number of stations in major markets throughout the country. Among the stations being used are WGY WTAM KPO KDKA and WBZ-WBZA. Agency is BBDO, New York.

OFF AT MIDNIGHT

So KRSC Aims Program at 17,000 Workers

TEMPTING audience for any retailer is the crowd of 17,000 workmen leaving their shift at midnight and 12:30 a.m. at the Boeing Aircraft Co., Seattle. Cashing is on this high payroll population, Frederick & Nelson, local department store, has been getting results with a special 12:30-1 a.m. program, *We Are Americans*, on KRSC, Seattle.

When a survey showed that the majority of these departing workers had radios in their cars and that likely their wives, waiting up for them, also were listening to the 24-hour station at home, Frederick & Nelson started the specially designed patriotic program six nights weekly. The feature is tailored strictly for these listeners, and is used to sell men's furnishings, to publicize major store promotions and to obtain new accounts. Favorable results during a trial month resulted in extension of the program at least through the first of the year. *We Are Americans* is directed by John Heverly, Frederick & Nelson radio director.

JACK GALE

SELLING everything from bias tape to ice boxes provided the working background for John Douglas (Jack) Gale, timebuyer and account executive of Charles H. Mayne Co., Los Angeles. After finishing high school in his hometown, he attended U of Wisconsin (1927-1931), majoring English. An Alpha Delta Phi, he picked up extra money selling Real Silk hosiery. Upon graduation he was made assistant branch manager of that firm's Columbus, O., office.

During the next few years Jack managed to get his finger into many and varied selling pies, gaining valued experience. Contact work included selling thread and notions for Spool Cotton Co., covering of the Northwest for Ely Walker Dry Goods Co., and working with his father, engaged in the wholesale grocery business.

September of 1936 found Gale headquartered in Los Angeles as Arizona and California district manager of Dri-Brite Inc., manufacturers of waxes, polish, cleaners. Rather than be transferred to St. Louis, he severed relations. He became affiliated with KFAC, Los Angeles, in September, 1937, as account executive, holding that post for 18 months. From November, 1938 to November, 1940, Jack was with Ivar F. Wallin Jr. & Staff in a similar capacity. He then furthered his agency experience by joining Charles H. Mayne Co. His present position is devoted primarily to buying of radio time and servicing such accounts as Nylon Inc., Los Angeles (powdered cleaner); Mutual Citrus Products Co., Anaheim, Cal. (powdered lemon juice); House of Hollywood, Hollywood (cosmetics); E. J. Gallo Winery, Modesto, Cal. (Gallo wines). He also writes commercials and some newspaper copy.

Jack firmly believes radio has a lot to learn from newspapers in the way of merchandising. He also feels that higher entertainment value should be injected into commercials, making them an integral part of the show.

Hobbies are varied. Aside from enjoying tennis, bridge and gardening, he is deeply interested in mathematics. Since college days he has engaged in the prediction of gridiron outcomes based on a mathematical formula. Unmarried, he enjoys his work and is enthusiastic about the future.

THIS SALES MANAGER HAS A JOB - NOW HE WANTS AN OPPORTUNITY

I've known this man for several years. I can recommend his character and ability without qualification. His personality is refreshing because it's based on a positive attitude toward living and an earthy genuineness. He's doing a first rate job as Sales Manager of a 50,000 watt station carrying a regular net work schedule. He's happy in his present position but right now has the urge to tackle a bigger, tougher job where his unusual talents will earn him an income commensurate with the sales volume he produces. He's radio bred—twelve years as announcer, continuity writer, salesman and sales manager. His health is excellent. He has tremendous energy. He's this side of 35, married, gentile. You'll like this man on sight. He's the kind of a chap you'd want to represent your station. He makes friends and makes sales. If you'd like to meet him—or want more details, please write. A FRIEND. Address, Box No. 979, BROADCASTING.

On Schedule

THAT THE PASSENGER air-line service runs on split-second time is indicated by a 10:55 p.m. news broadcast introduced by the whirl of a plane motor over WDAS, Philadelphia. No sound effects are used on the program. A plane, on schedule, is over the skytop station studio nightly at 10:55 and the announcer simply places the microphone out the window to pick up the sound. The plane failed the station only once in six months.

Quaker in Canada

QUAKER OATS Co., Peterboro, Ont. (Quaker Puffed Wheat, Puffed Rice, Corn Flakes), has started *Little Orphan Annie* five times weekly on CBA, Sackville, N. B.; CBM, Montreal; CKPR, Fort William, Ont.; CBO, Ottawa; CBL, Toronto; CKY, Winnipeg; CKCK, Regina, Sask.; CFQC, Saskatoon, Sask.; CFCN, Calgary, Alta.; CFRN, Edmonton, Alta.; CJOR, Vancouver. For Quaker Oats on Oct. 13 the same sponsor starts *That Brewster Boy*, weekly half-hour transcribed dramatic show, on 13 Canadian stations, and on Sept. 29 it started, for Quix Wheat Flakes, *The Air Adventures of Jimmie Allen* on CFRB, Toronto, five times weekly. Account is handled by Lord & Thomas of Canada, Toronto.

LOUIS J. APPELL, director of a local bank, pottery and poster advertising firm, has applied to the FCC under the name of the Susquehanna Broadcasting Co. for a new daytime regional in York, Pa., 1,000 watts on 900 kc.

KSD ST. LOUIS NBC RED NETWORK

The Nation's Tryout Area and the Station to Put It Over

St. Louis is truly a typical market. It is neither east, west, north or south. It is under the growing stimulation of defense efforts. KSD is the popular N. B. C. Red Network station in this rich, productive market, and has led in star program "firsts" selected in 18 National Polls. This assures sponsors ideal conditions for conclusive tryout campaigns. Inquiries invited.

A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

Purely PROGRAMS

TO POPULARIZE serious music by American composers WQXR, New York, in cooperation with the National Assn. for American Composers & Conductors, is presenting a Sunday hour program titled *Meet American Composers,* with Sigmund Spaeth as commentator, composers and critics as guests and recorded music. So that other stations, colleges and organizations can follow the pattern of the programs, notes and commentaries and lists of the recordings played will be sent throughout the country by the association.

* * *

Stars for USO

OUTSTANDING Hollywood film and radio talent contribute their services to the weekly half-hour program, *Stars Salute USO* recently inaugurated on Don Lee Pacific Coast stations. Ted Yerza, who conducts the daily *Lamplighter* program on KHJ, lines up the talent and in addition makes arrangements for a different group of sailors, soldiers and marines to be studio audience guests each week. Jim Bloodworth is network producer, with a different name band, as well as announcer also volunteering services for the show.

* * *

False

TO ASSIST New York's Mayor LaGuardia in his campaign to prevent false fire alarms, WNYC, New York's municipal station, is presenting a series of three dramatized programs on the needless waste of such alarms.

Prognosticators

PIGSKIN PARTY, new half-hour variety sustaining feature, has been launched on NBC-Pacific Blue stations with Hank McCune as m.c. Martha Tilton is vocalist, and Charles Dant conducts the staff orchestra. During the studio audience broadcast, McCune asks for predictions on the following day's football games. Those giving best reasons for their prognostications are complimentary dinner guests at the Los Angeles Biltmore Hotel. A wrist-watch is also awarded to the week's outstanding gridiron performer. Ned Tollinger produces the program. Larry Keating is handling the announcing assignment.

* * *

Executive Views

SPEECHES by business, educational and civic leaders will be broadcast each Friday on W59C, Chicago FM station. Series started Oct. 3, and each program will originate at weekly meetings of the Executives Club held in the Sherman Hotel.

* * *

No Man's Land

WOMEN exclusively produce, perform and announce the new *Pot & Pan Club* of WSOY, Decatur, Ill. Girl singers, recipes and informative chats by Easter Straker constitute these all-women sessions.

Soup to Nuts

EVERYTHING from soup to nuts —the soup to be supplied by Home Economist Elinor Lee and the nuts by the rest of the show—is included in *Just for Fun* on WJSV, Washington. The show, conceived by Program Director Lloyd Dennis, is designed to please most of the people most of the time between 3 and 4, or thereabouts, five afternoons a week. News, organ music, singing, the amazing Emily, guests and anything else is presented.

* * *

Down the Chimney

LAZARUS, Columbus, O., department store, will present its juvenile program *Santa's Chimney Express* again this year over WHKC. Heard six days a week, the show emanates from a mythical North Pole station, XMAS in the store. Santa begins his nightly brodacasts two weeks before Thanksgiving and arrives in Columbus via TWA flagship Spirit of St. Nicholas.

* * *

Masters of the Classics

EACH Sunday afternoon Fred Smith, managing director of the College of Music, conducts *Face the Music* on WKRC. Cincinnati, asking questions about classical music of a different board of musical experts each week. Highest percentage of correct answers by a board member entitles that individual to an autographed album of symphonic recordings.

* * *

Sports Quiz

IN A HALF-HOUR weekly quiz show on WCBS, Springfield, Ill., titled *Sports Quiz With the Experts,* men and women well-known in central Illinois sports circles are queried by Sportscaster Sam Molen. Cash awards are paid to members of the studio audience who answer correctly questions which stump the experts.

* * *

Views of Citizens

TO PROBE the mind of Mr. Average Citizen on problems affecting domestic and foreign policy, WMCA, New York, has started a new Tuesday half-hour *Curbstone Forum* series, directed by Walter W. Stokes, Jr. Arguments are preset each week by listeners who write their opinions on subjects announced in advance.

* * *

Kiddie Hour

A SOLID HOUR for juvenile listeners is heard each day from 5 to 6 p.m. when four quarter-hour serials are carried on KWK, St. Louis, The programs in order are *Little Orphan Annie, Superman, Jack Armstrong* and *Captain Midnight.*

* * *

College Opinions

FORUM DISCUSSION of some timely question makes up the new *Intercollegiate Forum* program released by KFRC, San Francisco on Sundays. Representatives of four colleges appear on each program. Ten colleges of the San Francisco area will be on the schedule.

Fillers of Time

TO HELP ALONG gasless holidays and wartime economy, the Canadian Broadcasting Corp. has started a Friday late afternoon program *Fireside Fun,* a series of national network broadcasts which will range from an explanation of how to line up an amateur orchestra to the intricacies of soap carving and furniture making. The broadcasts are primarily to help organize home and club entertainment for young and old.

* * *

Kayo Quiz

BROADCAST from the boxing ring in the West Palm Beach Arena is the *Ring Quiz* of WJNO, West Palm Beach, Fla. The program, a quiz show, uses four teams with one in each corner and employs boxing terminology in connection with the questions, i.e., wrong answers are called fouls, stalling is clinching, nearly correct answers are close haymakers, "knockout" questions, etc.

* * *

Radio Milquetoast

BASED ON the famous cartoon character by H. T. Webster, *The Timid Soul* series of comedy-drama programs starring William Lynn as Caspar Milquetoast started Oct. 5 on WOR, New York. Each episode is complete and deals with "the human experiences all of us have . . . the little things in life that complicate living."

* * *

Young America

DESIGNED for the youth of today WEEI, Boston, started Oct. 4 its *Young Americans in the Making,* bringing feaures of interest to local high school age people. Opening broadcast included a quiz among students on citizenship; music by a school's double quartet; and a talk by a graduate now successful out in the world.

* * *

Songs of Conquered

A NEW network series, *They Shall Sing Again,* on Canadian Broadcasting Corp., will feature songs of nations now occupied by Germans. The series will be conducted by Leon Zukert from Toronto.

ATTEMPTING to reach every type of radio listeners with Defense Bond and Stamp information, the Treasury Department last week released a series of special announcements to be used on farm programs and football broadcasts. The farm announcements were prepared by Jud Woods, manager of KFAB, Lincoln, Neb.

It's Pumpkin Pickin' Time Out Wichita Way!

Glenn D. Gillett Field Strength Survey—1939
Map Shows Coverage to the .1 MV/M Line

Of course you've heard of Kansas . . . and its booming market, Wichita. You've heard, too, that long before Defense the average Wichita family had $268 more a year to spend on the things you sell than the average American family. No doubt you've heard the rumors, fantastic as they may seem, about the selling successes of KFH.

Now, however, you can go off the deep end, because Wichita has become one of the nation's first cities on a basis of per capita market potentials. Yes, Wichita with 40,000 happy, prosperous families has received over 525 million dollars worth of Defense contracts. That's all over and above—gravy, so to speak—Wichita's steady income from wheat, cattle and oil.

That's why we say it's Pumpkin Pickin' Time out in Wichita—the market that offers you the highest return on your advertising investment. And from past performance on successfully selling that market, you'll want to pick

That Selling Station for Kansas

KFH

WICHITA

The Only Full Time CBS Outlet for Kansas

CBS • 5000 DAY • 5000 NIGHT • CALL ANY EDWARD PETRY OFFICE

Radio Advertisers

PRESIDENTIAL SILVER Co., Inglewood, Cal. (trophy manufacturers), new to radio, and placing direct, on Oct. 3 started for 13 weeks sponsoring a weekly quarter-hour woman's program featuring Eugenia Clair Flatto, commentator, on KNX, Hollywood. Series is based on stories of women in the news. Interviews with prominent women engaged in civic and club affairs are included. Don Kerr is writer-producer as well as announcer of the show.

DR. BELL'S VETERINARY MEDICINE Co., Kingston, Ont., on Oct. 13 starts for the sixth year *Circle Bell Ranch* thrice-weekly on CKCL, Toronto; CFNB, Fredericton, N. B.; CKNX, Wingham, Ont.; CKCO, Ottawa; CKX, Brandon, Man.; CJGX, Yorkton, Sask.; CFQC, Saskatoon; CFRN, Edmonton; CFGP, Grande Prairie, Alta. Program is produced by Dominion Broadcasting Co., Toronto.

BRITISH-ISRAEL FEDERATION, Toronto (evangelical), has started Sunday talks on CFRB, Toronto, which are recorded by Dominion Broadcasting Co., Toronto, for use on CFCF, Montreal; CJOR, Vancouver; CKOV, Kelowna, B. C.; CFRN, Edmonton, Alta.; CJRC, Winnipeg.

DAD'S ROOT BEER Co., Chicago, through Malcolm-Howard Adv. Agency, that city, is sponsoring the transcribed quarter-hour series, *Captain Danger*, thrice-weekly on WMAQ, Chicago. Contract is for 13 weeks, having started Sept. 29. Cascade Milk Co., Yakima, Wash., is also sponsoring that program for a similar period on KIT, with placement through Gordon Smith Adv. Agency, that city. Series is produced by Bennett-Downie Corp., Hollywood.

FLETCHER PRODUCTS Co., Los Angeles (Veg-Lax), new to radio, on Oct. 6 starts a five-weekly quarter-hour of recorded music on XEMO, Tiajuana, Mex. Contract is for 52 weeks. Agency is Chas. H. Mayne Co., Los Angeles.

LOS ANGELES SOAP Co., Los Angeles (White King soap), on a 52 week contract starting Oct. 6 will sponsor a thrice weekly quarter hour newscast on KOA, Denver. Agency is Raymond R. Morgan Co., Hollywood.

CALLED UP a few weeks back for active duty as a lieutenant in charge of radio communications for the Fourth Naval District, Philadelphia, Dr. Leon Levy, president of WCAU, poses in naval regalia after shucking off his private pursuits in favor of Navy duty.

CHAMBERLAIN'S, New Haven, said to be the oldest furniture store in the United States, has signed a 13-week contract with WELI, New Haven, for a thrice-weekly midday series featuring songs by Russell Mower from the local Paramount Theatre. At the organ will be Jimmy Morgan, and the program also includes poetry by Charles Wright.

DENALAN Co., San Francisco (dental plate cleanser), has started *Canary Chorus*, quarter-hour weekly program featuring mass of canary birds, on 3 Don Lee stations in California, KFRC, KHJ, KGB. Agency is Rufus Rhoades & Co., San Francisco.

LOS ANGELES SOAP Co., Los Angeles (Scotch soap), on Sept. 22 contracted for 52 weeks sponsorship of a five-weekly quarter-hour newscast on KWG, Stockton, Cal. Agency is Raymond R. Morgan Co., Hollywood.

PLANTERS NUT & CHOCOLATE Co., Wilkes-Barre, on Sept. 29, through Goodkind, Joice & Morgan, Chicago, affiliate of Raymond R. Morgan Co., Hollywood agency servicing the account, started sponsoring a five-weekly quarter-hour program of hillbilly music on WSM, Nashville, Tenn. Firm also uses a similar five-minute broadcast on WMC, Memphis. Contracts are for 13 weeks.

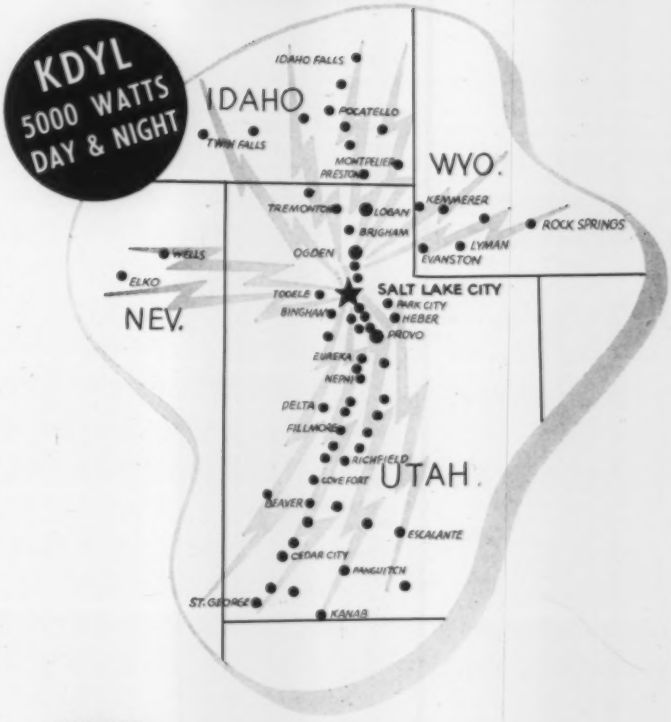
WBNX NEW YORK

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

5000 WATTS Directional

OVER METROPOLITAN NEW YORK

MORE LISTENERS in the INTERMOUNTAIN MARKET



KDYL's new 5000-watt day and night directional broadcasting pattern is tailor-made to cover the population grouping in this heart of the intermountain market . . . and we do mean cover!

It means more people tuning in the top-flight NBC-Red Network shows they've always wanted to hear . . . more response to the always-alert showmanship of KDYL.

KDYL

THE POPULAR STATION

NBC RED NETWORK

JOHN BLAIR & COMPANY
National Representatives

SALT LAKE CITY

SPEND LESS
...GET MORE
on WCOP

Before you buy Boston radio time be sure you get today's facts. The Boston radio picture is changing fast. WCOP is giving advertisers more for their radio dollar each day. So, check up on how you can make fewer dollars do more on WCOP.

GOING FULL TIME SOON!

WCOP
BOSTON'S
STAR RADIO SALESMAN

KARL'S SHOE STORES, Los Angeles (shoes), currently sponsoring a six-weekly quarter-hour newscast on KFWB, Hollywood, is planning an extensive Pacific Coast late winter campaign, concentrating on similar types of programs. J. B. Kiefer Adv., Los Angeles, has the account.

SMART & FINAL Co., Wilmington, Cal. (food), sponsoring the quarter-hour program, *Johnny Murray Talks It Over*, on KFI, Los Angeles, on Sept. 30 renewed the series for 13 weeks and increased broadcasts from three to five weekly. Agency is Heintz, Pickering & Co., Los Angeles. William T. Pickering is account executive.

SHREDDED WHEAT Co., Niagara Falls, Ont. (Cubs), on Sept. 29 started series of transcribed spot announcements five times weekly on 17 Canadian stations. Account placed by Cockfield, Brown & Co., Toronto.

CLUETT PEABODY & Co. of Canada, Toronto (Arrow men's furnishings), on Sept. 26 started a series of live French spot announcements on CKAC, Montreal; CHLT, Sherbrooke, Que.; CHLN, Three Rivers, Que.; CHRC, Quebec; CFCF, Montreal. Account was placed by Cockfield, Brown & Co., Toronto.

ROBERT SIMPSON Co. Ltd., Toronto, national department store chain, on Sept. 27 started *What's the Answer?* a Saturday morning half-hour quiz and swing program on CFRB, Toronto, with 1,200 in the studio audience in the store's main dining room. Two high school teams compete each broadcast. Account was placed direct.

BRODIE & HARVIE Ltd., Montreal (flour), has started a spot announcement campaign on CKAC, Montreal, and CHRC, Quebec. Account placed by J. J. Gibbons Ltd., Montreal.

Subs for Plugs

WHBB, Selma, Ala., has initiated a new bit of cooperation with the Treasury Department's defense savings program. Julien Smith Jr., vice-president and manager of WHBB, recently wrote the Treasury stating that although the station carries many sponsored programs of MBS, it is not always scheduled to carry the commercial copy of the broadcasts. When this is the case, WHBB inserts a long Defense Bond and Stamp announcement in the time before their station break, he said. The Treasury Department, delighted with the idea, has written all MBS stations suggesting that they might follow suit when such programs are included on their schedules.

GENERAL FOODS Ltd., Toronto (Grape Nut Flakes), started on Oct. 1 a series of spot announcements Mon. thru Fri. on 23 Canadian stations. Account was placed by Baker Adv. Agency Ltd., Toronto.

IMPERIAL OPTICAL Co., Toronto (national chain opticians), has started *How We See* quarter-hour Sunday program on CFRB, Toronto. Account placed by Vickers & Benson Ltd., Toronto.

CANADA STARCH Co., Toronto (Crown Brand Corn Syrup), on Sept. 29 started *Secret Service Scout*, quarter-hour children's transcribed program on a number of Canadian stations three times weekly. Account was placed by Vickers & Benson Ltd., Montreal.

O. P. O. CLOTHING Co., New York (men's clothing chain), in late September started an announcement campaign in the San Francisco bay area, using transcribed spots. Agency is Allied Adv. Agencies, San Francisco. The station list includes KJBS, KYA and KLX.

PETRI WINE Co., San Francisco (wines), has started for 52 weeks William Winter, news analyst, on KSFO, San Francisco, five times weekly. Same sponsor on Oct. 13 will start 390 35-word announcements on WCFL, Chicago and a 15-minute newscast six nights weekly on the same station. Agency is Erwin, Wasey & Co., San Francisco.

BEN MARDEN'S RIVIERA, New York (night club), on Sept. 27 replaced a five-minute sports news period twice weekly on WABC, New York, with a quarter-hour straight news program, *Hughes-reel*, featuring Rush Hughes as newscaster, Tuesday and Thursday, 6:30-6:45 p.m. In addition the night club is using spots, news and participations on WOR WNEW WHN WMCA WQXR. J. R. Kupsick Adv. Agency, New York, handles the account.

GENERAL FOODS Corp., New York (Maxwell House coffee), for the fifth consecutive year will sponsor a Jewish radio series starring Molly Picon, Tuesdays 8 p.m. on WHN, New York, effective Oct. 7. Joseph Jacobs Jewish Market organization will produce under supervision of Benton & Bowles, New York.

UNION INVESTMENT CO., El Dorado, Ark. (insurance), is sponsoring all home and away football games of the El Dorado High School. Andress Oil & Gas Service (local Phillips 66 dealer) has contracted for sponsorship of a quarter-hour interview program in the stands prior to the game.

WESTERN FARMS DAIRY, Los Angeles, new to radio, in a 52-week campaign started Sept. 24, is sponsoring participation five times weekly in *Uncle Harry* on KMPC, Beverly Hills, Cal. Agency is Chas. H. Mayne Co., Los Angeles.

KNOX Co., Hollywood (Cystex), and Socal Oil & Refining Co., Los Angeles, through Barton A. Stebbins Adv. and Smith & Bull Adv., that city, respectively, are jointly alternating sponsorship of a twice-daily quarter-hour newscast six times per week on KRKD, Los Angeles.

WILLIAM CONNALLY, advertising manager of S. C. Johnson & Son, Racine, Wis. (wax), sponsor of the weekly NBC *Fibber McGee & Molly* program, was in Hollywood Sept. 30 for the initial fall broadcast.

LUDENS Inc., Reading, Pa. (cough drops), on Nov. 3 starts a twice-weekly five-minute musical program featuring Dave Lane, vocalist, on 3 CBS California stations (KNX KSFO KARM), Tuesday, 9:55-10 p.m. (PST), and Thursday, 9:25-9:30 p.m. (PST). Contract, placed through J. M. Mathes Inc., New York, is for 20 weeks. American Chicle Co., Long Island, N. Y. (Adams Clove gum), sponsors a similar five-minute morning program, featuring Lane, six times per week on KNX, Hollywood. Agency is Badger, Browning & Hersey, New York. Marney Food Co., Huntington Park, Cal. (pet food), through Ivar F. Wallin Jr. & Staff, Los Angeles, also currently sponsors the singer-conversationalist thrice-weekly for a quarter-hour, on that station.

BENEFICIAL CASUALTY CO., Los Angeles (investments), on Oct. 4 started sponsoring a weekly ten-minute newscast on KNX, Hollywood. Contract is for 13 weeks. Firm also sponsors a quarter-hour show titled *Captain Quiz* once per week on KFI and KECA, that city, as well as a weekly transcribed broadcast of that show on KFRC, San Francisco, and KOMO, Seattle. Latter station was added in late September on a 52-week basis. Agency is Stodel Adv. Co., Los Angeles.

WILLIAM B. REILLY Co., New Orleans (Luzianne coffee), on Sept. 29 started *Luzianne Serenade*, Monday through Friday, 10:30 a. m. Agency is Walker Saussy, New Orleans.

W. E. LONG Co., Chicago, baking specialists and representatives, has sold transcribed feature service to Asheville Baking Co., Asheville, N. C., for 52 weeks on WWNC and WISE, Asheville; to Erickson Baking Co., LaCrosse, Wis., for 52 weeks on WKBH, LaCrosse; to Sunlite Bakeries, San Jose, Cal., for 52 weeks on KQW, San Jose; KDON, Monterey; and KHUB, Watsonville, Cal.

ALFAR CREAMERY, West Palm Beach, Fla., has contracted for 52 weeks, following a 13-week summer test, for a daily sports review as well as all special events dealing with sports on WJNO, West Palm Beach.

JOHN A. COLBY & SONS, Chicago (furniture), has been signed as first local sponsor for the CBS Sunday news roundup, *The World Today*, on WBBM. Contract, placed direct, is for 13 weeks.

New Schaefer Series

F. & M. SCHAEFER BREWING Co., Brooklyn, on Oct. 2 started a new program of music and comedy on WJZ, New York, Thursday 7:30-8 p.m. Show features comedy team of Harry Savoy and Russ Brown, Allen Roth's 25-piece orchestra and the Schaefer Singers. The program replaces Schaefer's *Stoopnagle Stump Club* on WEAF, 7:30-8 p.m., which went off the air Sept. 23. Agency is BBDO, New York.

The selection of WSAI by the 4 largest department stores and 7 local breweries indicates the station which is used most by those who know Cincinnati best.

NBC RED AND BLUE—5,000 WATTS NIGHT AND DAY

WSAI CINCINNATI'S OWN STATION
REPRESENTED BY INTERNATIONAL RADIO SALES

In the CONTROL ROOM

BILL ROBINSON, chief engineer of WHEB, Portsmouth, N. H., is convalescing from an appendectomy.

WALTER VARNUM, engineer of WLS, Chicago, on Oct. 5 married Dorothy Caldwell.

TOM PRICE and Robert Kinney have joined WKBN, Youngstown, O., as engineers.

OWEN McREYNOLDS has been promoted to chief engineer of WROL, Knoxville, Tenn., succeeding Joe Wofford who resigned to join the field staff of the FCC at Boston. Jim Gilbert, new to radio, has been added to the transmitter engineering staff of WROL.

R. D. CARRIER has been appointed station engineer of KOA, Denver, while Lieut. J. A. Slusser is on duty in the Navy. R. C. Thompson has been appointed temporary assistant station engineer.

PAT McATEE, formerly of KITE, Kansas City and KOAM, Pittsburg, Kan., has joined the engineering staff of WFPG, Atlantic City.

F. WAYNE RHINE, engineer at the transmitter of WPAT, Paterson, N. J., reported last week to Fort Monmouth, N. J. as a second lieutenant in the electronics training group of the Signal Corps. John O. Bondy, also of WPAT's transmitter engineering staff, resigned recently to join the transmitter staff of WABC, New York.

TOM WATSON of the transmitter house staff at CKGB, Timmins, Ont., has moved to a similar post at CKVD, Val D'Or, Que. He is replaced at CKGB by Ernie Mott.

HOWARD FULLER, transmitter engineer of WTAG, Worcester, Mass., on Sept. 26 married Harriet Ricker, of Shrewsbury, Mass.

MERLE BJORK, formerly of KDLR, Devils Lake, N. D., has joined the engineering staff of WLOL, Minneapolis.

RAY KRAMER, formerly in the sound effects department of CBS, has joined Transamerican Broadcasting & Television Corp., New York, as director of sound effects.

STANLEY BRACKEN, engineer of manufacture of Western Electric Co., has been named general manager of WE manufacture, effective Oct. 1, according to an announcement by WE Vice-President William F. Hosford. The newly created post was made necessary by the increase in WE manufacturing activities, it was stated. Mr. Bracken lives in Maplewood, N. J.

Lance in Charge

H. H. LANCE is chief engineer and director of WGBR, Goldsboro, N. C., and not Bruce Mayo as reported in BROADCASTING, Sept. 29. Mr. Mayo has been named chief engineer of WGTC, Greenville, N. C., and has no connection with WGBR.

Jerry Branch to Train For Military Assignment

JERRY BRANCH, technical advisor to James D. Shouse, Crosley Corp. vice-president in charge of broadcasting, left Cincinnati last Monday to start a three-month training period at Harvard on a military matter. It is understood he will be sent to England for practical experience in the unrevealed study.

Mr. Branch

A reserve lieutenant, Mr. Branch is a 1934 graduate of Ohio State U, where he majored in radio communications. Joining the Crosley broadcasting organization upon graduation from school, he was named technical advisor to Mr. Shouse three years ago. Last January he was sent to Latin America, where he visited 22 republics to make technical signal measurements for WLWO, Crosley shortwave adjunct. He also assisted Antonia Rojas Villalba in establishing the WLWO shortwave network, Cadena Radio Americana.

WASK Gets 1230

ASSIGNMENT of a new frequency for the new WASK, Lafayette, Ind., was ordered in a decision of the FCC last Tuesday when it set aside a July 29 new station grant to WFAM Inc. (WASK) to operate on 1230 kc. with 100 watts fulltime and re-granted the new station to WFAM Inc. to operate on 1450 kc. with 250 watts fulltime, subject to the applicant filing for modification of its construction permit to 1450 kc. Action was precipitated by the petition of WBOW, Terre Haute, Ind., also on the 1230 kc., which had asked for a rehearing against the original FCC grant claiming that the "proposed station would result in objectional interference" to WBOW. Terre Haute and Lafayette are only about 70 miles apart.

World Listening

THE story of the operation and personnel of NBC's new listening post at Bellmore, L. I., is related in a new illustrated booklet, *Listening In On the World*, published recently by NBC. The 14 by 11-inch 12-page promotion supplements a written story of the development of NBC's listening post with pictures of the new plant, its personnel at work and NBC commentators all over the world.

HAL R. MAKELIM, president of Covert Co., Chicago, radio production, has announced change of the firm name to Hal R. Makelim Productions.

STILL GOING STRONG 15 HOURS A DAY!

Radio Station WSAU — Serving North Central Wisconsin — OWNED AND OPERATED BY THE NORTHERN BROADCASTING CO., INC.

WAUSAU WISCONSIN

July 31st, 1941

Presto Recording Corp.
242-250 West 55th Street
New York, N. Y.

Gentlemen:

Please rush via parcel post two (2) rubber tires used with the rimdrive 62-A transcription turntable.

Incidently, our 62-A's purchased from you over a year ago have been operating fifteen hours daily without breakdown or expense for replacements. We are thoroughly satisfied with our Presto turntable.

Yours very truly,

Roland W. Richardt

Roland W. Richardt
Chief Engineer

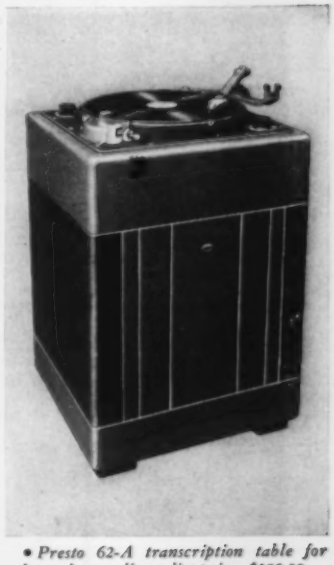
● It takes a real transcription table to keep up with a busy radio station. WSAU found what they wanted in the Presto 62-A...5000 hours of trouble-free service, one simple, inexpensive tire renewal.

If you want a table that gives you a quick jerkless start, always coming up to speed in exactly ⅓ revolution . . . if you want a table so completely vibrationless you don't know it's running . . . if you want a "wow-free" table that runs 33⅓ or 78 RPM. on the button . . . BUY PRESTO.

Once you see this Presto table in operation you'll know why an average of 15 radio stations a month are installing 1 to 3 Presto tables to replace their present equipment.

Presto tables give you the performance you've always wanted and they're ready for *immediate delivery.*

Write today for literature and the name of your nearest Presto distributor.



● Presto 62-A transcription table for lateral recordings, list price, $385.00.

● Simple, foolproof Presto drive system—steel motor pulley drives against rubber tire on turntable rim, only 2 moving parts.

● Presto 16" dual speed turntable chassis only, list price, $155.00.

PRESTO RECORDING CORP.
242 WEST 55th ST. N.Y.

In Other Cities Phone: ATLANTA Jack 4372 • BOSTON Bel 4510 • CHICAGO Har 4240 • CLEVELAND Mi 1565 • DALLAS 37093 • DENVER Ch 4277 • DETROIT Univ 1-0180 • HOLLYWOOD Hi 9133 • KANSAS CITY Vic 4633 • MINNEAPOLIS Atlantic 4216 • MONTREAL Wel 4218 • PHILADELPHIA Penny 0542 • ROCHESTER Cul 5548 • SAN FRANCISCO Yu 0231 • SEATTLE Sun 2560 • WASHINGTON D.C. Sher 4003

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

IN PHILADELPHIA
WFIL Win Friends Influence Listeners
SELL THROUGH WFIL

"He's been awfully unhappy ever since his astrologer convinced him he could cover northeastern Michigan without using WFDF Flint."

50,000 WATTS - CBS
425,683 Listening Families*

KWKH

SHREVEPORT LOUISIANA

Dominant Coverage in the Central Southwest

Branham Co. - Representatives

*CBS Audit of Nighttime Coverage

PUBLIC SERVICE

CJOR's record of public service broadcasting has made this station a community institution for the past fifteen years.

CJOR

Vancouver—B. C.

1000 Watts

National Representatives

J. H. McGillvra (U. S.)

H. N. Stovin (Canada)

We sell your product as you'd sell it yourself—person-to-person . . . sincerely recommending it as one neighbor to another.

And it gets results!

WIBW The Voice of Kansas in TOPEKA

Agencies

RICHARD MARVIN, New York radio director of Wm. Esty & Co., is currently in Hollywood with Hildegarde Dixon, agency contact, to organize a unit of *Camel Caravan* entertainers to be routed into Army camps along the West Coast. Group will be under supervision of Eleanor Flaherty, agency contact.

ARTHUR C. RICHARDS, radio director of Adv. Arts Agency, Los Angeles, has recovered from pneumonia and returned to his desk.

HIXON-O'DONNELL ADV., Los Angeles, has moved to larger offices on the first floor of the Richfield Bldg., 555 S. Flower St. Telephone is Mutual 8331.

JOE LOWE, who formerly conducted his own agency, Lowe Features, which specialized in radio accounts, has joined D'Evelyn & Wadsworth, San Francisco.

RAY COFFIN, formerly Hollywood television producer of Don Lee Broadcasting System, has been appointed radio director of Davis, Harrison & Simonds, that city. Robert L. Latimer has joined the agency as production manager, with David Arlen as public relations director. Added to the staff as account executives are Joseph Miller, Russ Lelland and H. D. Grubbs.

GORDON CATES, New York account executive of Young & Rubicam, is in Hollywood for the initial NBC *Burns & Allen Show*, which starts Oct. 7 under sponsorship of Lever Bros. (Swan soap). Besides George Burns, Grace Allen and Paul Whiteman's band, talent lineup will feature Jimmy Cash, tenor.

ELWOOD K. GRADY, Seattle account executive of J. Walter Thompson Co., has been transferred to the agency's Los Angeles offices. John M. Aldren has also joined J. Walter Thompson Co. as account executive. He was formerly on the staff of BBDO, Hollywood.

KEELOR & STITES Co., Cincinnati, has announced the establishment of a Dayton, O., branch office in the Mutual Home Bldg. Earl Doty, formerly advertising manager of General Motors' Frigidaire division and previously in a similar position with GM's air conditioning subsidiary, has been named manager of the Dayton branch.

NORVAL SCHNERINGER, formerly publicity director of WFAA-KGKO, Dallas, has joined Couchman Adv. Agency, same city. Bert Heflin, formerly in charge of publicity at the Dallas Athletic Club, replaces him at WFAA-KGKO.

HOMER McKEE, formerly president of Blackett-Sample-Hummert, Chicago, has joined Roche, Williams & Cunnyngham, Chicago, in an executive capacity.

BLACKETT-SAMPLE-HUMMERT, Chicago, has appointed former Account Executives Robert Wilson and Kenath T. Sponsel vice-presidents.

SIDNEY GARFINKEL Adv. Agency, San Francisco, recently moved to larger headquarters at 26 O'Farrell St.

WILLIAM TUTTLE, formerly a program director of Ruthrauff & Ryan, New York, and previously producer and announcer of WOR, New York, has joined A. & S. Lyons, talent agency, to manager daytime programs. He continues to direct *The Shadow*, sponsored on MBS by the D. L. & W. Coal Co., on a freelance basis for Ruthrauff & Ryan.

ROBERT FOSTER, station representative with offices in Boston, has been appointed New England representative for the program service of Basch Radio Productions, New York, producers of *What Burns You Up?*, *It Takes a Woman* and other live and transcribed programs.

SPONSOR MAKES NEWS when he himself reads the commercial on program. When the 7,500th announcement in nine years for Monar Fine Foods was made recently on WTMJ, Milwaukee, it was read the air by R. B. Newton (right), advertising manager for Reid, Murdo & Co., Chicago, who made a special trip to Milwaukee for the occasi While Mr. Newton does the announcing, he is watched by W. F. Dittman WTMJ sales manager (left), and Heinie, m.c. of *Heinie & His Grenadier* on whose program Mr. Newton was a guest.

ANA, AAAA FORUM PLANNED NOV. 12

AT A SPECIAL JOINT meeting to be held Nov. 13-15 at The Homestead, Hot Springs, Va., ANA and AAAA members will analyze current attacks on advertising, formulate answers and seek to determine a proper course to take in fighting the attacks, according to a joint announcement last Tuesday. The special meeting will immediately follow the annual closed meeting of the ANA to be held there on Nov. 12.

Purpose of the joint meeting, according to the announcement, is to place before the producers and users of advertising the facts relating to "the grave threats to national brands and the advertising of them", to present basic facts about the economic operation of advertising and its vital place in maintaining an expanding economy, and to consider what should be done.

Because of the exceptional importance of the subject, it was stated, the cooperation of other advertising groups also will be sought, and representative delegations are to be invited to the joint meeting.

Religious Series

HEBREW EVANGELIZATION Society, Los Angeles (religious), through Tom Westwood Adv. Agency, that city, on Oct. 5 started for 52 weeks sponsoring the weekly half-hour transcribed program, *Hebrew Christian Hour*, with Dr. A. U. Michelson as commentator, on 42 stations nationally. List includes KSAN KFKA WMBR WAIT WMT KSO WNAX KTSW KVGB WHB KSAL KFBI WCMI WLAP WGRC WSMB WJBK WKZO KATE WISN KGDE WLOL KVOX KWNO KFAB WINS KGCU KDLR KRMC KLPM WKRC KWJJ WPEN KABR WSIX KGNC KRIS KGKO KXYZ KTSA KRGV. Program is also being sponsored daily on KMTR, Hollywood. In addition, the transcribed series is scheduled to start on a weekly basis in early November on WDAE WDBO WFOY KADA KCRC KBIX KTOK KGFF KOME KUIN KORE KFJI KOOS KSLM KSRO KVOS KELA KGA KPQ WEAU WDSM.

AGENCY Appointments

BERSOL PRODUCTS, Rockaway Beach, N. Y. (Ripans), to Friend Adv. Agency, N. Y. Said to use radio.

BLUE CHANNEL Corp., Port Royal, S. C. (crabmeat), to C. L. Miller Co., N. Y. Said to use radio.

HOLLY SUGAR Corp., Colorado Springs, to Wm. B. Rodgers Adv. Agency, Pueblo. Said to use radio.

DETROLA Corp., Detroit, to L. J. Mahaut Adv. Agency, Detroit.

E. FOUGERA & Co., New York (Du Juan lipstick), to Grey Adv. Agency, N. Y.

GUNTHER BREWING Co., Baltimore, to H. E. Hudgins Co., Baltimore.

REVERE KNITTING MILLS, Maiden, Mass., to Grey Adv. Agency, N. Y.

BEAUTY COUNSELORS Inc., Grosse Point, Mich., and Windsor, Ont. (toiletries), to Campbell-Ewald Co., Detroit, Inc. Buell, account executive.

AMERICAN LOCOMOTIVE Co., New York, to Kenyon & Eckhardt Inc., N. Y. for an institutional campaign to be announced later.

AWFUL FRESH MacFARLANE, Los Angeles (confectionery chain), to Dan B. Miner Co., that city. Currently using spot announcements and participation programs on local stations.

LE BARRY CLOTHES Co., Camden, N. J., operating men's clothing stores in Trenton, Passaic and Camden, all in New Jersey, to Philip Klein Adv. Co., Philadelphia. Radio is being scheduled for the first time.

Pet Milk Resumes

WITH Jessica Dragonette and Ben Perry as soloists this year, *Saturday Night Serenade*, weekly half-hour program on CBS, started its sixth year on the air Oct. 4 under sponsorship of Pet Milk Sales Corp., St. Louis. Program is on 9 stations and features Gustave Haenchen's orchestra. Agency is Gardner Adv. Co., St. Louis.

Head Los Angeles Club

MANN HOLINER, West Coast radio director of Benton & Bowles, has been elected president of Radio Producers Club, Hollywood. He succeeds Wayne Griffin, BBDO producer. Harrison Holliway, manager of KFI-KECA, Los Angeles, has been made secretary of the club. Murray Bolen, Young & Rubicam Hollywood producer is chaplain, with Tom McKnight sergeant-at-arms.

Studio Notes

WOAI, San Antonio, has named Bill Shomette as field representative to cover South Texas with the clear-channel presentation prepared by Clear Channel Broadcasting Service in Washington. Mr. Shomette will discuss clear-channel operation with community and farm organizations throughout the area.

CULMINATING eight years of the combined efforts of WJR, Detroit, and Duncan Moore, director of the WJR *Farm Forum*, to secure legislation providing that the State of Michigan return Confederate flags and trophies captured by Michigan forces during the Civil War, Gov. Murray D. Van Wagoner, at a special ceremony on the capitol steps at Lansing, recently gave back to representatives of the Southern States all of the war relics. Representatives of 13 Confederate States, including Gov. James H. Price, of Virginia, and Gen. Julius F. Howell, commander-in-chief of the United Confederate Veterans, were present to receive the trophies.

W55M, Milwaukee, is broadcasting Friday night high school football games effective Oct. 3. Bob Heiss, who has also covered games of the Green Bay Packers and the U of Wisconsin on WTMJ, Milwaukee, will handle the descriptions. Move allows W55M to schedule music on Saturday afternoon when most AM stations are carrying football broadcasts.

WHEB, Portsmouth, N. H., under sponsorship of Socony-Vacuum Oil Co., is carrying play-by-play broadcasts of the New Hampshire U football games during the 1941 season. Gordon Kinney, WHEB program director, handles the game descriptions.

WJJD and WIND, Chicago, for the fifth consecutive year will carry the official classroom broadcasts of educational programs prepared under the supervision of the Board of Education's Radio Council for Chicago public schools. Programs start Oct. 6 and will be broadcast school days on WIND at 1:30-1:45 p.m. (CDST) and on WJJD at 2:30-2:45 p.m. during the school year.

WROK, Rockford, Ill., has mailed to all high school principals in its area a copy of the station's first *Educators' Radio Notebook*, a ten-page mimeographed booklet that gives the details of local and MBS programs of an educational nature. Suggestions on how radio may be used by schools are included.

WBBM, Chicago, has placed George Morriss, graduate student of Northwestern U on a one-year service scholarship. Mr. Morriss, now taking an M.A. in business administration, will continue his regular studies in advertising at the university and also follow an integrated program at WBBM, spending a few months in each department. This is the second time WBBM has cooperated with Northwestern in providing a service scholarship.

WBIG, Greensboro, N. C., late in September carried a series of special programs featuring visiting Army talent, including vocalists and instrumentalists, who made studio appearances and gave an al fresco concert at the transmitter park on Battleground Road. The broadcasts were arranged with assistance of Lieut. T. B. Hilliard, morale officer of the 28th division.

KROD, El Paso, will carry the entire ten-game schedule of the Texas College of Mines and Metallurgy, a branch of the U of Texas, under the sponsorship of Standard Oil Co. Sponsor will also use KROD for the New Year's Day Sun Bowl game and the Thanksgiving game between two El Paso high schools. Morrison Qualtrough will give the play-by-play.

KGEI, General Electric international station at San Francisco, has started a series of new program features. Six times weekly it is presenting William Winter, in a report on American opinion of world events. This is beamed to the Orient. News in French and Dutch is broadcast across the Pacific six days weekly. In addition on Oct. 6 KGEI will augment its Spanish programs with *Live & Learn*, a weekly commentary by Isabel Diana Sanders and *Stanford U Salutes the Americas*, likewise a weekly event.

WJPF, Herrin, Ill., on Sept. 22 observed its first anniversary with a party at White City Park attended by 2,000 listeners who obtained free tickets at sponsors' stores. Dance music and specialties featured the special broadcast program from 9 p.m. to midnight, during which all members of the WJPF staff were introduced to the audience. Visitors received souvenir postcards.

WMFJ, Youngstown, has turned over part of its new building to the All Out for Britain local committee, including part of the second floor and bundle room in the basement.

WKRC, Cincinnati, adhering to its policy of bringing big sports names to participate on its weekly *Quiz Bowl*, sponsored by Congress Cigar Co. for LaPalina, recently featured Tommy Harmon, Michigan's All-American who now is sports director of WJR, Detroit. Format of program is the answering of fans' sport questions.

CANADIANS keep in touch with their armed forces at home and abroad through a series of broadcasts arranged by the Canadian Broadcasting Corp. The series has been augmented and rearranged for this season and starts with *Messages From the Beaver Club*, a Canadian recreation centre in London, on Sundays; *Gentlemen With Wings*, news from the Royal Canadian Air Force, on Tuesdays; and on Saturdays, *Letters From Britain* (personal messages), *Open Box* (messages and interviews prepared by the CBC Overseas Unit), *With The Troops In Britain* (visits to various units at work and play).

WNYC, New York's municipal stations, has received special permission from the FCC to remain on the air an extra quarter-hour each weekday evening during October until 6:45 p.m. so it can continue its programs of official Selective Service news and job news by the New York State Employment Service.

W59C, Chicago, has organized a special orchestra for its live FM broadcasts. Director will be Jan Tomasow, Argentine violinist, who will also play first violin. Other members are Hazel Simms, pianist; Richard Beidel, cellist; Edmund Weingart, second violin; Preston Sellers, organist.

BREAKFAST AT SARDI'S, currently a KFWB, Hollywood, five weekly, half hour participation program owned by Raymond R. Morgan Co., that city, has been taken over by NBC sales department on a six-months contract with five-year options, for release on Pacific Blue stations, effective Oct. 13. Show, geared to interest housewives, is remoted from Sardi's Restaurant, with breakfast guests joining in the informal format of song and chatter, conducted by Tom Breneman. John Nelson is director of the program.

WDRC, Hartford, on Oct. 1 created a new position of public service counselor naming the Rev. Charles Graves, minister-emeritus of the Unitarian Meeting House, to the post. The Rev. Graves will hold the same position for WDRC's FM adjunct, W65H.

KYW, Philadelphia, has extended its operating day a half-hour, now opening at 6 a.m. instead of 6:30. Gary Linn has been given permanent charge of the opening program.

GOPHER GAMES
Brought to 27 Stations Via Special Wire Hookup

A JOINT arrangement between four Minneapolis-St. Paul stations to handle out-of-town games of the Minnesota U football team started its third year Sept. 27 with the broadcast from Seattle of the Washington-Minnesota game. Under the arrangement, the broadcasts are fed to 23 other Northwest stations. The three-year agreement provides that the four Twin City outlets—WTCN, WCCO, KSTP, WLOL—alternate in making the remote pickups, with WTCN in charge for the 1941 season.

Using Class A circuits for the first time this year, the broadcasts are fed through the four Twin City stations to KFYR, Bismarck; WDAY, Fargo; KGCU, Mandan; KVOX, Moorhead; WCBS, Springfield, Ill.; KWNO, Winona; KATE, Mankato; KWLM, Willmar; KGDE, Fergus Falls; KRMC, Jamestown; KLPM, Minot; KABR, Aberdeen; KDLR, Devils Lake; WDSM, Superior; WEBC, Duluth; WMFG, Hibbing; WHLB, Virginia; WLB, Minneapolis; WCAL, Northfield; KFAM, St. Cloud; KYSM, Mankato; KROC, Rochester.

Sports announcers representing the Twin City stations share the time equally. They are George Higgins, WTCN; Henry McTigue, WLOL; Eddie Gallagher, WCCO, and Halsey Hall, KSTP.

JOE MALONE and Rich Hall, CBS Hollywood writers, have been signed as a writing team by Warner Bros. film studio.

New Power! where it counts.....

WALA

MOBILE, ALA.

5,000 WATTS

Day and Nite

Positive Coverage In The Vital Gulf Coast Defense Area!

Reps.: John H. Perry Associates

TOLEDO
A Fort Industry Market

To Get HERE
(but Quick)

Start HERE

NBC Red

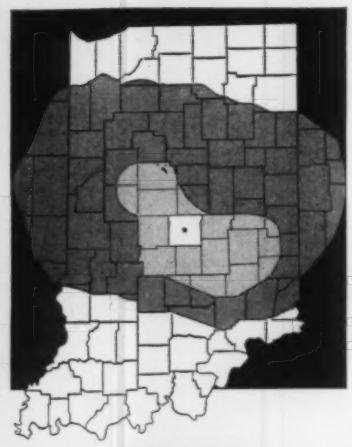
5000 Watts

A FORT INDUSTRY STATION

5,000 WATTS

WSPD

TOLEDO, OHIO



HERE'S
INDIANA

★ Full-time WIBC offers statewide coverage to the alert advertiser who wants to sell Hoosierland. You get it in one convenient package as the map shows.

Large shaded area daytime 0.5 MV. Line 5000 watts—non-directional. Inside area 0.5 MV. nights 1000 watts.

Indiana's Friendly Station Serves Hoosierland

★ ★ WIBC ★ ★
INDIANAPOLIS
Mutual Broadcasting System

Represented by HOWARD H. WILSON CO.
New York, Chicago, Kansas City

Crosley

(*Continued from page 13*)

which the proposed regulation is based".

It added that "until such action is taken by the Commission, it cannot reasonably be expected to present intelligently any views concerning such regulation, and therefore requests that an opportunity to submit views be accorded it when the Commission has published its reasons in support of the proposed regulation and the objectives sought to be accomplished thereby."

Whether the FCC will comply with the request that a statement be issued was not indicated at the FCC. It was stated, however, that Chairman Fly probably would make an opening statement touching on this aspect.

General Rule, Perhaps

In some quarters the view was advanced that the Commission might have in mind writing a very general rule, sufficiently flexible to permit it to accommodate almost any situation. Then, it was pointed out, the Commission, by use of suasion, might bring about sales, exchanges and other alterations in ownership in given areas, to accomplish the desired result. As a matter of fact, it is known this has been done already in a number of cases, where Chairman Fly has advised applicants that grants of improved facilities would not be accorded one station unless the applicant disposed of a second station in the same community.

Arguments will be heard by the Commission, it is expected, in the order of briefs and appearances filed. These are as follows:

Oregonian Publishing Co. (KGW-KEX). Represented by John C. Kendall, Ben S. Fisher, Charles V. Wayland.

Buffalo Broadcasting Corp. (WGR-WKBW). Represented by Frank D. Scott.

Westinghouse Radio Stations Inc. (WOWO-WGL). Represented by Donald C. Swatland, Richard H. Wilmer.

Johnson Kennedy Radio Corp. (WIND-WJJD). Represented by Mabel W. Willebrandt.

Louis Wasmer Inc. (KHQ-KGA). Represented by John C. & John W. Kendall, Fisher & Wayland.

Reading Broadcasting Co. (WRAW) and Berks Broadcasting Co. (WEEU). Represented by George O. Sutton and Arthur H. Schroeder.

Delaware Broadcasting Co. (WILM) and WDEL Inc. (WDEL). Represented by George O. Sutton and Arthur H. Schroeder.

Gene T. Dyer (WSBC, WAIT, WGES). Represented by Andrew G. Haley.

Pittsburgh Radio Supply House (WJAS) and KQV Broadcasting Co. (KQV). Represented by George O. Sutton and Arthur H. Schroeder.

West Virginia Broadcasting Corp. (WWVA) and Monongahela Valley Broadcasting Co. (WMMN). Represented by H. L. Lohnes and F. W. Alberston.

National Broadcasting Co. Represented by D. M. Patrick and P. J. Hennessey.

Massachusetts Broadcasting Corp. (WCOP) and Broadcasting Service Organization Inc. (WORL). Represented by Ben S. Fisher.

International Broadcasting Corp. (KWKH) and Tri-State Broadcasting System Inc. (KTBS). Represented by George B. Porter and Ben S. Fisher.

Fisher's Blend Station Inc. (KOMO-KJR). Represented by Donald G. Graham, Ben S. Fisher, C. V. Wayland, C. F. Duvall.

Evansville on the Air Inc. (WGBF-WEOA). Represented by Henry B. Walker.

Earle C. Anthony Inc. (KFI-KECA). Represented by Louis G. Caldwell and Reed T. Rollo.

OUTRIGHT GLOATING is being indulged in by this quartet of KF KECA, Los Angeles, announcers, who in addition to staff duties entered the "big time" with start of the fall season by outside net program assignments. Pleased shirt-sleevers are (l to r): Jim Ba who announces the weekly NBC *Great Gildersleeve*, sponsored Kraft Cheese Co.; Herb Allen, handling commercials on *Dear Jo* sponsored by Welch Grape Juice Co.; Wilson Edwards, who has W Coast cut-ins on the *Great Gildersleeve*, and Bill Stulla, commerci announcer of the NBC *Rudy Vallee Show*, National Dairy Products Co

Wilfred Guenther Joi Office of Col. Donova

WILFRED GUENTHER, ma ager of WLWO, Cincinnati, C ley shortwave station, has be appointed special radio consulta to Col. William J. Donovan, Co dinator of Info mation for th White House. H accepted his po tion Oct. 1 in N York and w work with oth shortwave pr gram direct throughout th country in assi ing Col. Donov with systema scheduling a distribution of international pr grams.

Mr. Guenther

Mr. Guenther joined Crosl three years ago in the promoti department of WSAI. Successive he has held positions in the prom tion department of WLW, coor nator of facsimile, television a international broadcasting f Crosley and in 1940 was named his present post of general ma ager of WLWO.

New B & W Program

BROWN & WILLIAMSON Tob co Corp., Louisville, on Oct. 7 w replace *College Humor* on NBC-Red stations, Tuesday 10:30-11 p.m. with a new sh titled *Raleigh Program*. The program, advertising Raleigh cig rettes, will feature Red Skelt Ozzie Nelson's orchestra with Ha riet Hilliard; Wonderful Smi the negro comic, and Truman Bra ley. Russel M. Seeds Co., Chica directs the account.

Johns-Manville News

JOHNS-MANVILLE Corp., N York, on Sept. 29 took over the fi minute news period on CBS at 6:3 p.m. for Frazier Hunt, journali and correspondent, to give straig news reports with some human i terest material. Program is titl *Last Minute News From All Ov the World*. Agency is J. Walt Thompson Co., New York.

FRED ALLEN, star of the C *Texaco Star Theatre*, is the subj of an article in the current Satur *Evening Post*, written by J. Bry III.

DOUBLE SAVINGS

- . . . through our COMBINATION RATES
- . . . and BONUS POINT ADVERTISING

Trying to cover the Texas Gulf Coast without the TWINS is like trying to paint a house without paint. This is a big year down here—money's flush—folks in a spending mood. The smart advertiser who blankets this market with KXYZ-KRIS is going to get the business. Will it be you or your competitor? It's up to you.

National Representatives:
THE BRANHAM COMPANY

KXYZ ★ KRIS
HOUSTON — NBC • Blue
CORPUS CHRISTI — NBC • Red and Blue
Both Stations MUTUAL and LONE STAR CHAIN affiliates

Hamilton Is Named Manager of WKZO

AY V. HAMILTON, former manager of KXOK, St. Louis, has been named station manager of WKZO, Kalamazoo, by John E. Fetzer, president and general manager. He had left his connection with the J. M. West newspaper interests in Texas several weeks ago, and after a brief vacation joined the Kalamazoo CBS outlet.

Mr. Hamilton

Appointment of Paul H. Aurandt as program director of WKZO was announced. Originally with KXOK, Mr. Aurandt for two years has handled sports, special events and newscasting for KGU, Honolulu.

Mr. Hamilton was general manager of KXOK and its sister station, KFRU, Columbia, Mo., from 1934 to 1940. Prior to that, he was assistant sales manager of WLW-WSAI Cincinnati, and before that was on the sales staff of WTMJ, Milwaukee. He attended the School of Journalism at U of Iowa, and holds newspaper advertising before entering radio.

Press-Radio Hearing

(Continued from page 18)

press under his recommendations, Prof. Friedrich cited charges of news falsification by newspapers and emphasized the necessity for "defense of truth". He remarked that perhaps the newspapers should install an "honor court", similar to that of the movies and radio, to decide what can be printed.

At one point in the by-play accompanying the philosophical exchanges between witness and counsel when a joking comment mentioning marriage was passed by Prof. Friedrich, Judge Thacher addressed the bench: "We have already gone into the early days before Christ in this proceeding, but must we now go into the home?"

Citing the Portland, Ore., newspaper-station setup as an outstanding good example, Prof. Friedrich observed that while some newspaper-owned stations have provided excellent public service, with a high standard of programs, there is abundant evidence of others giving "lousy" service, where apparently the newspaper considers the station "a cow that should be milked but not fed".

Summing up his stand on newspaper-ownership, he said that a rule covering newspaper ownership, perhaps embodying a list of prohibitions to newspaper stations, should be developed. He cautioned, however, that he was not sure it would be a wise solution or remedy to lay down any rule prohibiting newspaper-ownership entirely.

Caldwell Has a Reason

With Prof. Friedrich occasionally challenging the relevancy of Mr. Caldwell's queries during cross-examination, Chairman Fly asked the WGN counsel to explain his line of questioning. To this Mr. Caldwell replied that he was attempting to show that "the witness doesn't know what he's talking about".

Observing that the public does not know what it wants until it gets a choice, which it may often miss in cases of newspaper operation of radio stations, Prof. Friedrich declared that one cannot argue about what the people want "merely because the wares you have on your stand are being bought".

He termed the use of the licensing power to control the actions of stations a "crude tool", adding that a code of some kind, for press as well as radio, would be a good influence, particularly if it incorporated sanctions against certain actions.

Prof. Chafee Appears

Third witness at the two-day seminar was Prof. Zechariah Chafee Jr., of the Harvard Law School, who read a prepared statement and then answered questions for an hour before leaving the stand. He declared that a considerable number of different sources of news and information will make for a more wholesome distribution of these commodities to the public, pointing out that when a newspaper and radio station in a city are separately owned, the public has two sources for its information and discussions. He maintained that danger exists from joint ownership, and a record of past impartiality does not insure future impartiality, and that "he who pays the piper calls the time".

Voicing scepticism about some surveys showing radio's leadership over newspapers in the news field, Prof. Chafee commented that radio appears to be much more timid than the press in burning questions. He held that a radio station very easily could and does escape criticism for unfairness or partiality by simply not allowing an argument on the air, while the press necessarily opens itself up to such criticism because it has to go into such subjects extensively once they have been granted space on the printed page.

From the beginning radio has established a fairly high standard for openmindedness, particularly through such programs as the *U of Chicago Roundtable*, he commented, adding that "the radio idea of impartiality is very valuable and ought to be preserved".

Sounding a note of caution to the FCC, he pointed out that while radio is the FCC's business, newspaper publishing is not, and since the inquiry itself is on the borderline, the Commission must proceed carefully. He declared that "the use of a political power designed for one purpose for another purpose is risky".

Prof. Chafee held also that stations and newspapers should have unrestricted access to press services whenever they are ready "to pay the fare". Although duplication of service should not be encouraged, exclusivity of service also should not be encouraged, he declared. "There is no reason why, because a newspaper started first, it should always get the news first", he commented.

Urges Flexibility

Concerning possible solutions to the situation, he held that since there are some cases where a newspaper station is the best answer to a particular economic situation, a flexible rule covering the proposition would be better than a rigid rule from the public welfare standpoint. He agreed with an observation by Judge Thacher that the effect of a rule against newspaper ownership of stations would be to deprive a man operating a radio station of his right to publish a newspaper.

He stated that the FCC probably should lay down certain qualifications or limitations on newspaper ownership, then proceed to make grants outside these, at its own discretion. This would assure every applicant at least a hearing, he agreed. Answering a query by Judge Thacher, he said he felt a complete prohibition against newspaper ownership would be better as a long-range proposition than allowing the FCC complete discretion in treating the newspaper-ownership question as it arose, case by case. He pointed out that unless there are guiding rules, an administrative body such as the FCC may easily take unfortunate actions.

WANTED!

A Tough Commercial Assignment

The Commercial Manager of a New York City Independent Station wants to tackle the prospects you can't sell!

He has an outstanding record for producing sales; he has an outstanding record for producing commercial ideas that sell; he has been an important factor in the 'making' of three nationally - known Independents in New York . . . stations with which you are more than familiar!

He wants to leave New York and will take a deal based wholly on results.

AND,—if you think he's exaggerating his background, write for the PROOF!

Box 980, BROADCASTING

WHO

at Des Moines is "Heard Regularly" all over IOWA with

50,000 WATTS

from the center of the State

J. O. MALAND, *Manager*
FREE & PETERS, Inc.
National Representatives

WDSU

NEW ORLEANS

soon will be

5000 WATTS

Day and Night

WEED AND COMPANY
National Representatives
New York • Detroit • Chicago
San Francisco

Carries more local advertising than any other tri-city station by more than 3 to 1!

WTRY

1000W TROY, N. Y. 980KC

Basic N B C Blue

An H. C. Wilder Station
Represented by Raymer

SOUTH CAROLINA'S No. 1 Market

FIRST IN—

- Total Population-White Population
- Wholesale & Retail Sales
- Industrial & Business Pay Rolls
- Automobile Registration

DOMINATED BY

50000 WATTS NBC RED NETWORK

WFBC-GREENVILLE

HEART OF THE FAMOUS INDUSTRIAL PIEDMONT SECTION

NATIONAL REPRESENTATIVE — WEED & CO.

New York Radio Lunches To Enter Third Season

EMBARKING on its third term, the Radio Executives Club of New York will hold its first meeting of the new season, Wednesday, Oct. 8, at Stouffers Restaurant, 45th & Fifth Ave., New York. Guest speakers will feature the weekly meeting which will be held every Wednesday throughout the year. Over 40 speakers appeared before REC members in 1940-41, including Col. Theodore Roosevelt Jr., Neville Miller, John Paine, Sydney Kaye, Sir Hubert Wilkins, Milton Berle, Jane Pickens, Dr. O. H. Caldwell, Gilbert Seldes, Wythe Williams, Bill Stern, Ted Husing, Red Barber, Mel Allen, Stan Lomax, Harry Hershfield, Benny Friedman, Henry Morgan, Cecil Carmichael, C. E. Hooper, Irving Kaufman, Mark Warnow, John B. Kennedy, Capt. Tim Healy, Phil Cook and others. The club is open to all members of the radio industry. John Hymes of Lord & Thomas is president.

O.P.O. on Coast

O.P.O. STORES, New York (men's chain clothiers), to announce opening of five West Coast retail stores, in an intensive campaign which started Sept. 23 is using an average of 30 transcribed one-minute announcements per week on KJBS KYA KLX KFMB KFSD KMPC KFVD KFOX KRKD KFAC KTAR.

ARMY GAMES were staged in September in the rocky regions of New England. Covering the games for WMEX, Boston, were (left photo, l to r) A. J. Pote, chief engineer; Bill Feruzzi, operator; Announcer Joe Grant; Lieut. George R. Beane. WTAG, Worcester, covered a tank battalion, with Gil Hodges, special events chief, listening to Lieut. Richard Reisinger (left) and Eugene C. Zack, soldier announcer.

Maneuvers

(*Continued from page 20*)

It is of the utmost importance that equipment be of the sturdiest, most compact type possible. Fancy cases, with intricate gadgets which are likely to get out of adjustment at the first bump are little more than entirely useless. Plan your equipment with an eye to speed in setting up. When the shooting starts, it might be over or moved to another location unless you can start on a few seconds notice. If you use transcriptions, make sure that you have some sort of arrangements made for motor generated current, because 110 volt A-C outlets are few and far-between in the spots the Army picks for its maneuvers. The motor generator we borrowed from the 112th Engineering Regiment of the 37th Division was quite mobile and completely adequate to run our turntable at a constant 33 1-3 speed. Choice of equipment is a point which cannot be considered too carefully.

Set Up in 45 Seconds

Our mobile broadcasting truck was in the mud up to its hubs on more occasions than we can remember. The extra equipment carried "just in case" (which somehow never gets used) necessitated another vehicle and many bulky cases which had to be unpacked with every stop, with the loss of much valuable time, and considerable patience, if any transcribing was in the offing.

In short, we were loaded down with broadcasting equipment but minus food and water. A situation which we rectified within 24 hours. From that day forward we stored the extra equipment, laid in a supply of "iron rations", carried a five-gallon can of water, and with a couple of rehearsals, were able to get our generator running and start transcribing within 45 seconds after we stopped our vehicles.

HARLOW WILCOX, Hollywood announcer, has been assigned to the weekly NBC *Maxwell House Coffee Time*, sponsored by General Food Corp.

Caught by KFYR

ASSOCIATED PRESS dispatches recently credited KFYR, Bismarck, N. D., with aiding the capture of three youths who robbed the Red Feather Cafe, St. Paul. They were caught in Stanley, N. D., shortly after a man who had just heard a KFYR broadcast of their descriptions spotted them and summoned the law.

Gov. Rivers in Melee

FORMER Gov. E. D. Rivers of Georgia, owner of WGOV, Valdosta, Ga., and Mrs. Rivers were attacked last Wednesday night in their home in Lakeland, Ga. by a man identified as H. W. Bikle, of New York City, who later committed suicide. A long ransom note found on the assailant indicated he had planned to kidnap Gov. Rivers, who had grappled with him after he gained entrance into the house posing as a Federal radio man and had been struck by a pistol butt several times over the head. Mrs. Rivers was bruised when she also fought the assailant. Gov. Rivers entered the broadcasting field in July, 1940 when he secured a license for the 250-watt WGOV.

WOSH Gets Ready

RCA STUDIO and transmitter equipment as well as a Blaw-Knox tower are being installed by the new WOSH, Oshkosh, Wis., which expects to go on the air about Dec. 1, according to Howard H. Wilson, Chicago station representative, who was awarded the construction permit Aug. 5 to operate on 1490 kc. with 250 watts. Ray Schwartz, recently-appointed general manager of WOSH, will announce the station personnel shortly.

War Ace Honored

KTAR, Phoenix, observed the 23d anniversary of the death of World War aviation ace, Frank Luke, with a special broadcast marking the dedicating of the new $5,000,000 advanced training base of the Army Air Forces near that city. The field is named for Lieut. Luke, who was known in the last war as the "balloon buster". During the program, which was carried by the NBC-Blue in the west, Mrs. Frank Luke, mother of the ace, was heard.

Baldwin Is Named Aide By Signal Corps Chief

JAMES W. BALDWIN, former secretary of the Federal Radio Commission, and former NAB managing director has joined the office of the Chief Signal Officer of the Army in Washington, as civilian assistant. He left his post as assistant to the president and plant manager of Finch Telecommunications Inc. to assume his Government assignment Sept. 17.

Mr. Baldwin

Mr. Baldwin was secretary of the Radio Commission from 1930 to 1933. He became assistant managing director of the NAB in 1935 and in 1935 succeeded to the post of managing director when Philip G. Loucks resigned to return to private practice of law. He left NAB in 1938 and afterward joined Finch Telecommunications Inc. headquartering both in Washington and Passaic, N. J.

Brig. Gen. Dawson Olmstead is acting chief of the Signal Corps. Mr. Baldwin is assigned to that office, in an expert capacity.

ROBERT PETRIE has joined the announcing staff of KROD, El Paso, succeeding John William Guffrey who was inducted Sept. 23 into the Army.

IT'S BIG!
The MAGIC CIRCLE
5,000
richly laden watts, night and day, serving the Magic Circle, the richest and most populous area in all the southeast!
Columbia Broadcasting System affiliate.
EDNEY RIDGE DIRECTOR
WBIG
GREENSBORO, N.C.
GEO. P. HOLLINGBERY · CO., NAT. REP.

SOME STATIONS had their own news, just like the networks, during the recent Army games in maneuver. WSM's schedule calls for coverage of all three of the major 1941 Army games. During evacuation of the Second Army, Engineers George Reynolds and Aaron Shelton of WSM check disc and FM equipment (top photo). Gen. Millard F. Harmon made a radio talk for WLW, Cincinnati, with James Cassidy of WLW at his side.

Sigma Delta Chi Asks Nominations for Awards

SIGMA DELTA CHI, professional journalistic fraternity, is inviting nominations for its 1941 Awards in Journalism. Prizes will be given for general reporting, editorial writing, editorial cartooning, radio newswriting, Washington correspondence, foreign correspondence, research in journalism, courage in journalism (to a newspaper).

The awards will be made on the basis of work done by Americans and published or broadcast in the United States during the period of Jan. 1, 1940 to June 30, 1941. The deadline for nominations is Oct. 18, 1941. Clippings or manuscripts should be sent to Professional Awards Committee, Sigma Delta Chi, Suite 1178, 35 East Wacker Drive, Chicago. Albert L. Warner, CBS Washington correspondent, won the 1940 newswriting award.

Buys Rights to Reds

EXCLUSIVE broadcasting rights to the 1942 baseball games of the Cincinnati Reds have been obtained by WKRC, Cincinnati, according to an announcement last Thursday by Hulbert Taft Jr., general manager of the station. Negotiations were completed at that time with Warren C. Giles, general manager of the Cincinnati baseball club. Announcer to handle the play-by-play has not been named yet. WKRC, through MBS, is carrying exclusive broadcasts of the World Series in Cincinnati.

BECAUSE it is now devoting its entire resources to the production of transmitter tubes for national defense orders, Heintz & Kaufman Ltd., San Francisco, reports the sale of its compressed gas condenser business to Lapp Insulator Co., New York [BROADCASTING Sept. 29] involves transfer of all tool dies, patterns, designs and stock of parts.

SMITH TROUBLES
WGRC Has Too Many of Them For One Station

WGRC, Louisville, is having its troubles. First, it was musicians, now its the "Smiths". There's T. Parker Smith, he's news editor. Then there's H. Parker Smith, salesman, and finally there's J. Porter Smith, assistant manager.

In Louisville Porter sounds like Parker over the phone and Parker sounds like Porter. Thus Porter gets the calls for both Parkers and the Parkers spend half their time taking sales calls when its news they want. Manager S. A. Cisler is not hiring any more Smiths.

POWER!
—WHERE POWER COUNTS MOST

WLAC
NASHVILLE, TENN.
soon going to
50,000 WATTS

REPRESENTED BY
PAUL H. RAYMER CO.
★
J. T. WARD, Owner
F. C. SOWELL, Manager

New Local in Pasadena Would Shift to 830 kc.

AUTHORIZED last Aug. 22 to construct a new 1,000-watt daytime station in Pasadena on 1430 kc., Southern California Broadcasting Co., headed by Marshal S. Neal, Pasadena merchant, last week applied to the FCC for a modification of construction permit, asking for the same power on 830 kc. Limited time is sought, 830 kc. being the clear channel of WCCO, Minneapolis. Already operating limited time on the same channel is WNYC, New York City municipal station.

The projected new station, to be known as KWKW, was the second within a space of a few weeks granted in Pasadena. The other grant, 10,000 watts full time on 1110 kc. for KPAS, was made Sept. 9 to Pacific Coast Broadcasting Co., headed by J. Frank Burke, chief owner of KFVD, Los Angeles [BROADCASTING, Sept. 15].

Lang Protests to Legion

JOSEPH LANG, general manager of WHOM, Jersey City and chairman of the Foreign Language Committee of the NAB has sent to the American Legion a strongly worded protest on the resolution condemning foreign language broadcasts adopted at the Legion's recent Milwaukee convention. Citing FCC Chairman James L. Fly and other Government officials on the value of these broadcasts in Americanizing our large population of foreign-speaking peoples, Mr. Lang denounced the Legion action as "Un-American" and "Detrimental to the cause of national unity".

THE HEART OF NEW ENGLAND
WLAW 5000 WATTS

They Put It At 680. . . . .and They Stay PUT!

This is not just an idle claim, but a fact based on an exhaustive study of radio listening habits in the Merrimack Valley area. Write for complete information and learn why so many advertisers are making WLAW a "MUST" in New England.

WLAW
LAWRENCE, MASS.
5000 WATTS ● 680 KC.
COLUMBIA AFFILIATE
National Representatives
THE KATZ AGENCY, Inc.

The

RADIO EXECUTIVES CLUB

of NEW YORK

Cordially Invites

ALL MEMBERS OF THE RADIO INDUSTRY TO ITS OPENING LUNCHEON MEETING, Oct. 8, 1941, HELD AT STOUFFERS RESTAURANT, 45th & Fifth Avenue, 4th floor, New York City.

Weekly luncheons, featuring outstanding guest speakers, will be held every Wednesday from October 8, 1941 to June, 1942.

The past season, 1940-41, over 40 speakers entertained REC luncheoneers. Some were: Col. Theodore Roosevelt, Jr., Sir Hubert Wilkins, Neville Miller, Milton Berle, Jane Pickens, John Paine, Sydney Kaye, C. E. Hooper, Ted Husing, Red Barber, Bill Stern, Dr. O. H. Caldwell, Alan Dinehart, Irving Kaufman.

John Hymes, *President*
Lord & Thomas, N. Y. C.

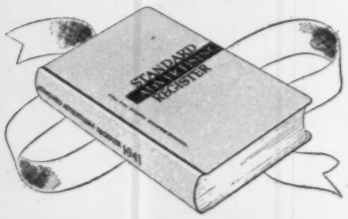
ACA Signs Contracts With WNEW and WBNY

RENEWAL contracts were signed last week by WNEW, New York, and WBNY, Buffalo, with broadcast Local No. 1 of the American Communications Assn. (CIO), covering station technicians. The WNEW pact calls for a 15% salary increase during the coming year with an immediate 7½% increase for engineers and supervisors. At WBNY, wages are increased up to $10 per week with an extra day's pay for technicians unable to take off time for lunch.

Negotiations are still in progress between ACA and WOL, Washington, WBAL, Baltmiore, and in New York with WHOM, WHN and WBNX. In the case of WNYC, New York's municipal station, ACA is awaiting a ruling by the courts as to whether or not unions may represent city employes before continuing with negotiations. NLRB hearings on ACA charges that the management of WOV, New York, failed to negotiate in good faith with Local No. 1 of the ACA, will continue this week. ACA members employed by RCA communications are taking a strike vote following a deadlock in negotiations.

SPONSORSHIP of Drew Pearson and Robert Allen, authors of the *Washington Merry-Go-Round* column, by the Serutan Co. on NBC-Blue 6:30-6:45 p.m. (EST) with repeat for Pacific Coast 6:30 p.m. (PCT) was started Oct. 5 through Raymond Spector Co., New York agency, which announces it has signed the Washington newspapermen to a five-year contract for Serutan.

The Advertising Who's Who



ADVERTISERS who use Radio

as well as those who do not

are all listed in the Standard Advertising Register. That is why so many radio stations prefer and use this valuable service.

It lists over 12,000 national and sectional advertisers, giving the executive personnel of each advertiser; including the advertising manager, sales manager, divisional managers, etc. It shows the agency or agencies placing the account, in most instances with the agency account executive.

In fact, it gives you all necessary information to effectively solicit the advertiser or agency either in person or by mail. Get more information about this valuable service

write our nearest office.

NATIONAL REGISTER PUBLISHING CO., Inc.
330 W. 42nd St. New York
333 N. Michigan Ave. Chicago

54.1% Heard Fight

THE Louis-Nova championship fight broadcast on MBS last Monday evening was heard by 54.1% of the country's radio families, the Cooperative Analysis of Broadcasting reports. The bout ranked third from the standpoint of radio audience, according to CAB figures. First was the Louis-Schmeling match of June 22, 1938, broadcast on a combined NBC Red and Blue network, which achieved the top prize-fight rating of 63.6. The Louis-Conn fight on MBS June 18, 1941 ranks second with a CAB rating of 58.2, last week's bout is third, and the Louis-Pastor fight on Sept. 20, 1939, fourth with 47.6.

Bathasweet Places

BATHASWEET Corp., New York (soap), on Sept. 30 began a quarter-hour participation on *Early Bird*, Tuesday and Thursday, 7:30-7:45 a.m. on WFAA, Dallas. On Oct. 5 the company renews its Sunday news period 11:30-11:45 p.m. on WEAF, New York. Bathasweet also sponsors *Bob Garred Reporting* on 7 CBS-Pacific stations. Agency is H. M. Kieswetter Adv. Agency, New York.

Gen. Foods Plans

GENERAL FOODS Corp., New York (Grape-Nuts Wheat Meal), is planning to use one-minute announcements on an unnamed number of stations in 29 markets in addition to the announcements made on the *Kate Smith Variety Hour* on 87 CBS stations [BROADCASTING, Sept. 22). Young & Rubicam, New York, handles the account.

Heileman in Midwest

HEILEMAN BREWING Co., LaCrosse, Wis. (lager beer), on Sept. 18 started a quarter-hour transcribed program, *Korn Kobblers*, one to three time weekly for 26 weeks on 12 midwestern stations, as follows: WCCO KFYR KABR KMA WHBF KGIR KRBM KPFA WTAQ KOIL KWNO WKBH. Agency is L. W. Ramsey Co., Chicago.

Florida Fruit Spots

FLORIDA CITRUS COMMISSION, Lakeland, Fla., is planning its first advertising compaign through its new agency, Blackett-Sample-Hummert, New York [BROADCASTING, July 14], to get under way in a few weeks. Radio will be one of several media used with spot announcements to be placed on an undisclosed number of stations.

Football on WOR's FM

THE football broadcasts of four Princeton U games sponsored by Atlantic Refining Co., Philadelphia, on WOR, New York, also will be heard on W71NY, WOR's FM station, which will carry the entire schedule of Princeton games as well for the benefit of New York alumni and as special promotion for FM.

ON THE LINE for sponsorship of Wisconsin U football broadcasts, eight games to be heard on the nine-station Wisconsin Network between Oct. 4 and Nov. 22, goes the signature of E. G. Six, president of Plankinton Packing Co., Milwaukee. Fred Hessler, of WIBU, Poynette, will announce the games. Witnessing the contract are (l to r) R. L. Ward, Plankinton advertising manager; Charles A. Lamphier, manager, WEMP, Milwaukee; William F. Huffman, owner, WFHR, Wisconsin Rapids, and president of Wisconsin Network; Holland Engle, radio director of Cramer-Krasselt Co., Milwaukee, the agency handling the account.

May Name Durr

(*Continued from page 7*)

of Milwaukee, for a year-and-a-half, and with the Birmingham firm of Martin, Thompson, Turner & McWhorter from 1925 until 1933. He has been with the RFC continuously since 1933.

Political Backing

Regarded as one of the ace attorneys in the Government, Mr. Durr was a member of the advisory committee of lawyers which studied and made recommendations for civil service employment of attorneys in the Government organization. He also is a member of the board of legal examiners created last June by Presidential order to deal with the problems of lawyers in civil service.

Senator Hill, majority whip, had been committed to endorsement of Mr. Thompson for reappointment. Senator Bankhead, on the other hand, had opposed the reappointment of Mr. Thompson, who had been a political adversary in Alabama campaigns. Both Senators Hill and Bankhead, it is understood, desire to see an Alabaman reappointed and both are agreed that, on a merit basis alone, Mr. Durr is highly qualified for the FCC post.

Clifford Judkins Durr was born in Montgomery on March 2, 1899, the son of John Wesley and Lucy Judkins Durr. He married Virginia Heard Foster, of Alabama, in 1926. They have three children, Anne Patterson, age 14; Lucy Judkins, age 5, and Virginia Foster, age 2.

Mr. Durr served in the Fourth Officers' Training Camp at Camp Pike, Ark., from October through December, 1918. He is a member of Phi Beta Kappa and Sigma Alpha Epsilon. He is a Presbyterian and resides on Seminary Hill in Alexandria, Va., Washington suburb.

Book Test

HALDEMAN-JULIUS Co., Girard, Kan. (Little Blue books), is conducting a test campaign of five-minute recorded talks by Sidney Walton, broadcast three to six times weekly on 12 stations throughout the country. If campaign is successful, company expects to expand to 50-100 stations during the winter. Huber Hoge & Sons, New York, handles the account.

WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS
Basic Mutual Network Outlet
FULL TIME 1270 K C
THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND • DAVENPORT • MOLINE

FM
with *Simplified* CIRCUIT DESIGN
GENERAL ELECTRIC

Income Tax Spots

THE INCOME TAX Division of the Canadian Department of National Revenue used spot announcements on practically all Canadian stations during the last week of September to remind income tax payers that they could start paying income tax on their 1941 incomes before Sept. 30 on a 12-month installment schedule. This adds another Canadian government department to the growing number which in the last year have used paid advertising on the air. The income tax campaign was handled by Russell T. Kelley Ltd., Hamilton, Ont.

RCA Repair Ads

RCA MFG. Co. is placing a series of full pages every month in *Colliers*, beginning Oct. 11 featuring "what every man, and woman, too, should know about radio service during the national emergencies". In two colors, the full page initial ad pictures a typical man and wife looking somewhat mystified, into the back of a console receiver while a radio service man points to a worn out tube. Text points out desirability of keeping old radios operating efficiently, in view of the present limitations on the production of new receivers caused by shortages in essential materials.

WANTED IMMEDIATELY

Experienced Announcer

Answer by letter only, stating qualifications and salary expected.

WHAI

Greenfield, Massachusetts

CRYSTALS by HIPOWER

The Hipower Crystal Company, one of America's oldest and largest manufacturers of precision crystal units, is able to offer the broadcaster and manufacturer attractive prices because of their large production and the exclusive Hipower grinding process. Whatever your crystal need may be, Hipower can supply it. Write today for full information.

HIPOWER CRYSTAL CO.

Sales Division—205 W. Wacker Drive, Chicago
Factory—2035 Charleston Street, Chicago, Ill.

CLASSIFIED *Advertisements*

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. **Bold face** listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Wanted—Smart, creative writer preferably situated New York area to collaborate on comedy script. Write immediately. Box 992, BROADCASTING.

Licensed Operator—Voice adaptable announcing. Experience unnecessary. Prefer young married man draft exempt. State qualifications, salary, picture. Rocky Mountain West. Box 984, BROADCASTING.

Wanted—Two technicians, if possible with some announcing experience, but not essential; steady, and congenial working conditions; unusually low living costs; $140 per month. Airmail application, with picture; also recording of voice, if possible. KICA, Clovis, New Mexico.

Situations Wanted

Operator—Experienced, transmitter, control room, remotes. Want pemanent connection. Box 998, BROADCASTING.

Sports Announcer—Now employed 50KW wishes connection to build real sports department. Box 993, BROADCASTING.

Ace Newscaster-Special Events—Nine years' regional experience—ad lib emcee—draft deferred—now employed. Box 983, BROADCASTING.

Announcer—Three years' experience. Married. Draft exempt. Desires position in New England territory. Living wage. Can produce. Box 988, BROADCASTING.

Operator—Some transmitter and announcing experience, wants position. Married, age 45, 7 years a ham. Radio-telephone first. Box 991, BROADCASTING.

Salesman—Exp. Independent station operation. Desires connection with affiliated station. Excellent record and references. Single, 28, draft exempt. Box 995, BROADCASTING.

Chief Technician—10 years kilowatt network station, age 32, draft III A, work suitable hours to complete degree in college town. Box 990, BROADCASTING.

Operator—First class radio telephone license. One year at 5 KW transmitter. BS degree radio communications. Draft deferred, will go anywhere. State salary. Box 982, BROADCASTNG.

You Can Develop Me—Into a first rate radio man. 8 years' experience as copy writer, announcer, program director. 24, college graduate, married, deferred. References. Box 989, BROADCASTING.

Announcer-Newscaster—Three years special student in business radio. Experience in directing drama, informal shows, announcing, news, remote dance orchestra. Draft exempt, age 25. Preferably West or Southwest station. Box 985, BROADCASTING.

Situations Wanted (Continued)

Station And Commercial Manager—Thirteen years' experience; 7 years manager of 5,000 watt Columbia, 6 years including commercial programming and managing 1,000 watt outlet. Age, 38. Reliable. Box 999, BROADCASTING.

Announcer—Has tested and commercially successful morning ad lib show. Thoroughly experienced in all fields. College education, married, 31 years old. Wishes position with network affiliate. Now employed. Address Box 986, BROADCASTING.

Radio Director—For advertising agency. Excellent past performance record on large national accounts. Producer, writer, talent and time buyer. Knows how to build shows that will get rating. Presently employed. Desires change. Single. Box 997, BROADCASTING.

Salesman—5 years' experience with shows that click, program production, all-sports announcer, ad lib, promotion ideas, copywriter, 30 yrs. old. Now employed, best references and proof of many successful promotions and programs. Go anywhere. Box 987, BROADCASTING.

Executive—13 years' experience as European representative leading Hollywood motion picture studio. Board member same company for various European divisions. Experience included complete authority covering sales, administration, etc., in many countries of Europe and the Near East. Age 35. Speaks 10 languages. Graduate commercial engineer. Will gladly furnish complete details and excellent references. Box 996, BROADCASTING.

Wanted To Buy

Complete—Used equipment for local station. Write Box 976, BROADCASTING.

Wanted—Late model RCA, Western Electric, Gates or Collins 250 watt transmitter. Radio KICA, Clovis, New Mexico.

Wanted To Buy—Four used Lapp double cone compression base insulators No. 9862 with sectionalized castings. Box 981, BROADCASTING.

Wanted—1-5 KW transmitter. Must be first-class condition. Give full information covering length of service, make, price, et cetera, first letter. Box 978, BROADCASTING.

For Sale

Truscon Tower—264 feet with three Lapp insulators, two years old, Station KFJZ, Ft. Worth, Texas.

$5,000 Stock In W. Va.—250 W station. Only experienced men with capital and managerial experience considered. Box 994, BROADCASTING.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. DI. 1205
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • DI. 7417

Advertise in BROADCASTING for Results!

Here's what you buy when you say "yes" to advertising space in BROADCASTING. ¶ *You buy the all-radio medium* . . . because BROADCASTING is 100% radio, nothing but radio. ¶ *You buy prestige* . . . because you're using a prestige medium. ¶ *You buy tested advertising power* . . . because 85% of BROADCASTING's clients renew. ¶ *You buy blanket coverage of clients and prospects* . . . because BROADCASTING completely blankets national radio advertisers and their advertising agencies. ¶ *You buy economical advertising* . . . because BROADCASTING's circulation has increased 400% in 10 years, but its advertising rates only 20%. ¶ *You buy the No. 1 Advertising Choice* . . . because BROADCASTING is first in the trade paper reading preferences of advertising agency executives and national radio advertisers. ¶ Isn't that 50,000 watts of advertising space for your money?

Buy
BROADCASTING
Today!

✱ WRITE FOR 5 SURVEYS OF ADVERTISING AGENCY AND NATIONAL RADIO ADVERTISER TRADE PAPER PREFERENCES

ASCAP Approval Asked

(Continued from page 8)

Miller entered into a detailed summary of the proposals. In a comparison of the costs, he said that the figures indicated that the cost of music to the average station will be decreased by at least 40%, depending upon its classification and the kind of license taken, while the cost to the networks will be increased approximately 60%. He pointed out that in 1940 the industry paid to ASCAP about $5,100,000 and that the estimated 1941 costs, based on the contracts which were rejected, would have amounted to $8,700,000. He compared this to total ASCAP revenue under the proposed new contracts of $3,139,065.

Breaking down the cost to stations, Mr. Miller said that under the former contract a station paid ASCAP an arbitrary sustaining fee plus 5% of its gross, or a total of between 6 and 7% of gross. Under the new ASCAP proposals and with BMI music available, he said that the total cost would amount to less than 3%, or a savings of over 50% as compared to ASCAP music costs alone under the old contracts. His analysis of costs to stations and networks follows:

COST TO STATIONS: Under the former contracts, a station paid ASCAP an arbitrary sustaining fee plus 5% of its gross, or a total of between 6% and 7% of its gross.

Under the new ASCAP proposals and with BMI available, with clearance at the source on commercial transcriptions and on network programs, a station has a variety of choices and can largely regulate its music costs, depending upon what it thinks it needs. For example, a small independent non-affiliated station taking only a BMI blanket license would pay 1% of its gross, or with a BMI blanket and an ASCAP per program could still keep its cost down to the minimum. Or if it took a BMI license (1%) and an ASCAP blanket both commercial (2¼% — really 1.91%) and sustaining ($12), the total would be under 3% as compared with 6% or 7% before—a saving of over 50%.

As for network affiliates, they are asked to reimburse the network in the amount of 2¼% on network business. Formerly, they paid 5% on network business. They too have an opportunity to control their costs on local business due to clearance at the source of commercial transcriptions and the per program local ASCAP license.

If they desire to have available both BMI and ASCAP music on a blanket basis, they may do so by taking a BMI blanket license (at cost of 1% to 1.66%), and an ASCAP blanket sustaining license (at cost of $12, or ¼ or ½ hour card rate monthly depending upon gross business), and an ASCAP blanket commercial license (at cost of 2¼%, really 1.91%). The total of the above costs, plus reimbursement to the networks of 2¼% on network business, would in the case of an average station, amount to approximately 4% (slightly more in the case of the larger stations), as compared to between 6% and 7% formerly—a saving of approximately 30%.

COST TO NETWORKS: Previously no payment was made to ASCAP by the networks on network revenue as such, but the networks paid a much higher than average sustaining fee on key stations and paid the usual fees for M&O stations.

In 1940, NBC paid ASCAP $410,000. Applying the new proposals to 1940 business the net payment by NBC for both M&O stations and network business after reimbursement by affiliates would be approximately $500,000. Add to this sum, NBC's payment to BMI of $160,000, and it brings NBC's total cost of music to $660,000 or $250,000 more than formerly—an increase of over 60%.

In 1940, CBS paid ASCAP approximately $384,000. Applying the new proposals to 1940 business the net payment by CBS for both M&O stations and network business after reimbursement by affiliates would be approximately $454,000. CBS paid BMI approximately $167,000 making a total cost of music to CBS about $621,000 or an increase of approximately $237,000 more than formerly—an increase of over 60%.

Can Be Cancelled

Mr. Miller explained that the contracts run from date of signing until Dec. 31, 1949, with provisions for extension. Moreover, he pointed out the agreement can be cancelled or the fee reduced by arbitration in event of substantial diminution of ASCAP's catalog or impairment of its usefulness.

Special paragraphs were devoted to the reduction of ASCAP's right to restrict numbers, the rights given to stations to switch over from one form of contract to another, the waiver to the networks on state statutes, which make operation of ASCAP illegal or otherwise restrict ASCAP's operations, and the release given by ASCAP with respect to alleged infringements occurring subsequent to Jan. 1, 1941.

Mr. Miller brought out that stations are not required to pay on revenue from political broadcasts, but the amount received must be included in total receipts for the purpose of determining station classifications for sustaining blanket license fee.

Discussing the logging requirements of the ASCAP contracts, Mr. Miller said it was obvious that some of these are not necessary to ASCAP's operations and that he had discussed the subject at length with ASCAP and hoped to work out a "letter of modification which will clarify the logging requirements."

Regarding clearance of transcriptions, Mr. Miller pointed out the per-program forms exempt the station from copyright fees where transcriptions have been cleared at the course. NAB, he said, has secured from ASCAP written assurance that the clearance at the source fee will be no greater than the fees mentioned in the commercial per-program license fee, or 8% and 2%, depending on extent of use. The consent decree, he said, does not require clearance at the source of libraries.

"No form of agreement has been drafted or negotiated for the joint signature of ASCAP and the transcription companies as yet, although we understand that transcription companies are to work out the form of license in the near future. Stations that desire their transcriptions to be cleared at the source might so advise the transcription companies at once."

Objections Cited

Taking up objections which have been made to the current proposals, as well as to "any proposals," Mr. Miller essayed to summarize them and provide the explanations. These he covered as follows:

WHY MAKE ANY ASCAP CONTRACT NOW: Many broadcasters state that the public and the advertisers are satisfied, that business has increased since January 1, that BMI is furnishing an adequate supply of music, so why incur any additional expense for ASCAP music. On the other hand it is well to remember that broadcasters' primary business is radio, that they need music and were forced into the music business because ASCAP had a monopoly and would not negotiate. For these reasons it became necessary for broadcasters to create a supply of music through BMI. At that time the public, the advertisers and agencies were sympathetic because of the unreasonable terms demanded by ASCAP. However, today ASCAP is offering reasonable terms to those desiring ASCAP music and some of the large national advertisers are becoming restless and are insisting on having ASCAP music since it can be had on reasonable terms. Also recently the industry has been faced with new and more threatening problems in the nature of taxes. Government regulations and Congressional action and it is believed that any arbitrary or unreasonable action by

Saving Avery

WOR, New York, thought it would be a novel idea to air a broadcast of the rider's sensations as he rode a bucking broncho. Only it needed the man to do it. A call went out and Ira Avery, WOR production man and a former riding instructor answered it. Julius F. Seebach, stations vice-president, called Avery into the office for a few preliminary questions. "This is OK with me," he said, "but isn't there a chance you might fall?" "Of course I'll fall," Avery came back. "When you get on top of a bucking broncho, you expect to fall. Besides it will make the broadcast better." That scuttled the idea for Mr. Seebach and WOR.

Ann Tenna says:
IS THE BUDGET A MIDGET?
Let me show you how a little money goes a long way, and WINS the glad hand from New Yorkers
(I'm right here listening for the phone.)
WINS

Youngstown
America's *35th Market
WFMJ
Youngstown's Favorite Station
NBC AFFILIATE
*U. S. Census Bureau

THE VOICE OF MISSISSIPPI
WJDX
5,000 D
1,000 N
JACKSON
N.B.C. RED
Owned and Operated By
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

TESTING?
Reach a big chunk of ILLINOIS . . . do your testing thru the DECATUR station

250 W. 1340. Full Time.
Sears & Ayer, Reps.
How can we help you?
WSOY

broadcasters at this time would have serious repercussions in other quarters. Therefore, the majority of the NAB Executive Committee believes it would be extremely wise to settle the music problem now on the terms offered which they think reasonable for those desiring ASCAP music so as to eliminate the problem, protect our public and governmental relations, and devote our time and energy to our other problems.

CLAIM THAT DEAL PERPETUATES OLD OBJECTIONABLE PRACTICES: The industry has gone on record a number of times in favor of payment on basis of use of music. Therefore some broadcasters are of the opinion that the proposals should not contain any blanket license provisions and that there should be offered in addition to per program licenses per piece licenses so they could pay a flat fee for any song they desire played.

No per piece license is offered because it is believed that the cost of keeping records would be prohibitive. It is even thought by many that the logging required under a per program license is extremely onerous. However, so that those who desire to pay on the basis of use might do so, ASCAP not only offers a per program form of contract, but also gives a choice so that a per program license can be taken for all business or only for sustaining, or only for commercial business.

Further, the stations have a right to a second guess as they may revise their choice of licenses each year. It is believed that this flexibility should give the broadcaster the type of contract he desires.

Complaint is also made of the fact that the networks are taking blanket licenses not only for network operations, but also for their M&O stations, and are thereby setting a pattern for the industry. In their respective letters, the networks set out in detail the reasons why each prefers a blanket license. However, no broadcaster need follow this pattern unless he believes a blanket license is more suitable for his operations than a per program license. Again, it should be pointed out that his choice is not final, but he may switch to any combination which experience indicates advantageous.

PAYMENT ON NETWORK PROGRAMS HIGHER THAN LOCAL PROGRAMS: Some complaints have been made that the payment on network business is on a basis of 2¾% which is ½% higher than payment on local business. These percentages were part of the deal and the networks agreed to a higher percentage so as to give the stations a more favorable deal on local business.

EFFECT ON BMI: Many broadcasters believe that acceptance of these proposals will be disastrous to BMI. Pledges of continued support of BMI have been received from NBC and CBS and the future of BMI is covered later in this analysis.

LOGGING PROVISIONS: The logging provisions are onerous. These provisions were discussed at length with ASCAP and ASCAP claims that it is expensive to audit per program contracts, that it is necessary to have complete information both for auditing purposes and for distribution purposes and that no request for logging will be made except such as is necessary for the operation of ASCAP. It is hoped that after ASCAP has had some experience with the present contracts, it will be possible to review these provisions and eliminate any unnecessary features.

HONORING the representative of a good advertiser, Kansas City, radio and newspaper representatives recently gathered for a special dinner to observe the 30 years' service of Mrs. Mary Jones as office manager of the local division office of Studebaker Sales Corp. Mrs. Jones, long a favorite with the Kansas City advertising fraternity, was presented a commemorative plaque and lots of flowers. In their places around the festive board are (l to r) Art Penticuff, *Kansas City Journal;* Ken Morris, *Kansas City Kansan;* A. E. Beck, *St. Joseph News-Press* and KFEQ; Frank Pad... dock, *Kansas City Star* and WDAF; R. E. Donovan, Studebaker Sales Corp.; Herman Petrus, Lorenze... & Thompson; Mrs. Jones; J. H. Story Jr., WIBW, Topeka; Ellis Atterbury, KCKN, Kansas City, Kan.; Gordon Gray, The Katz Agency Inc.; George Dillon, Dillon & Kirk; Charles Clark, Capper Publications; T. J. Flanagan Jr., The Katz Agency Inc.; Mr. Jones.

Future of BMI

Because of the questions raised about the future of BMI, Mr. Miller devoted a section of his letter to that organization. He said:

It goes without saying that everything that broadcasters have succeeded in doing has been due to your foresight in organizing and supporting BMI until it has become the largest and most successful publishing house in the world. What is of vital importance to broadcasters at the present time is that BMI should be continued and perpetuated in order to insure the continuance of our power to deal on an equal basis with ASCAP for all time. We know that stations are loyal to BMI and that they will support it unhesitatingly. We already have the pledges of NBC and CBS, given at NAB Board and Executive Committee meetings, that they will continue their support of BMI for the entire nine year period of the ASCAP contract and more, provided that the stations will also continue their support to it.

BMI is needed not only by the broadcasting stations and other users of music but by the listening public as well. To the broadcasters and other users of music BMI means a guaranteed free and competitive market. It also means that ASCAP or any other performing rights society which now exists or which may hereafter come into existence, will be subject to the normal operation of the law of free competition.

To the listening public and to composers, both old and new, it means an open door to opportunity and this will stimulate creative effort in this country. We can never close the open door which we have created for American composers and lyricists and for the numerous excellent publishing firms which have come into being as a result of BMI and whose continued competition is essential to the well being of everybody.

Moreover BMI must continue its full service for those stations who do not feel that they need ASCAP music at all, and for those stations which use ASCAP per program licenses and, therefore, need BMI as a backlog. Furthermore, there are numerous questions in the future which cannot be settled here. ASCAP itself says that it does not have television rights. Some day BMI will be of vital importance in this respect.

Moreover, any long term contract depends upon the cooperation between the parties. Such cooperation exists to a far better extent where there is healthy and honest competition within the field. We will then have more than one supplier of music. That is the situation which exists now and which has been so much to our advantage and is the situation which must continue throughout all times in the future.

The BMI operating executives point out that since BMI was organized to create competition it must be prepared to face competition and that it expects to serve the industry regardless of who signs or does not sign with ASCAP provided only that the industry as a whole gives BMI its continued support.

It is undoubtedly the desire of all broadcasters to achieve a stable and

THE NEW DAY HAS DAWNED

WFBR

A BALTIMORE INSTITUTION IS NOW ONE OF THE KEY STATIONS OF THE MUTUAL NETWORK

NATIONAL REPRESENTATIVE: EDWARD PETRY & CO.

On the Dials of the El Paso Southwest

You'll find the pointers set at 600 — El Paso's Columbia Station, KROD. It's easy to get your story across in Southern New Mexico, Southeastern Arizona and West Texas when you use KROD.

KROD

1000 Watts (day) • 500 Watts (night) 600 kc

Columbia's Outlet to the El Paso Southwest

Dorrance D. Roderick, Owner

Merle H. Tucker, Manager

Howard H. Wilson Co., Natl. Rep.

satisfactory relationship with the creators and publishers of music. It would, however, be extremely dangerous for any broadcaster to believe that the millennium has at last been achieved.

There are many problems still remaining. There are undoubtedly many reforms which can and will be achieved in the future. The present agreements with ASCAP represent a step forward. The spirit of cooperation and understanding manifested by this industry during the past few years with respect to musical copyright problems will undoubtedly carry it forward in the years to come and thus bring everybody closer to a final solution.

Refusal to Negotiate

Concluding, Mr. Miller brought out that ASCAP had started the fight by refusing to negotiate. BMI was organized to create the competition which would place broadcasters in a negotiating position by the elimination of "ASCAP's monopoly and the creation of a fair and open competitive market for music," he said.

While BMI has accomplished much in a short time, Mr. Miller said the problem has not been completely solved and that it was evident that broadcasters "are determined to continue BMI so as to complete the job." Continuance of BMI, he said, "will guarantee the perpetuation of a free and unrestrained market and will assure broadcasters permanent freedom from monopolistic and objectionable practices by any performing rights society.

"It was never the objective of broadcasters to get along without any music that they could obtain on reasonable terms. Obviously the objective of the broadcasting industry was to make it possible for stations to give their listeners all the music at reasonable terms. We feel that BMI has accomplished this objective, and that with BMI as permanent competition for ASCAP, it would be wise now, for such stations as desire ASCAP music, to accept a reasonable contract which would result in fair compensation for authors. Whether an individual station desires to accept these terms at the present time is, of course, up to the station, and the station will determine this according to its individual case and to the demand from its audience. That choice can be made at any time during the initial term of the contract.

"The NAB has no authority to act for you or to commit you to these proposals and no commitment has been made.

"For years the music copyright problem has not only been one of the most troublesome problems facing the industry, but also has been the cause of much dissension which has added to the industry's other troubles. We have at last established competition in the music field, and because of that fact the contracts now offered are better than we anticipated we could secure when we started out three years ago. Now is the time for all broadcasters to read the contracts, analyze them, study them, and express their views."

Trammell and Klauber Letters Seek Quick Action on ASCAP

Affiliates Urged to Sanction Blanket Contract As Fair Basis for Purchase of Music Rights

AFFILIATES of NBC and CBS were implored by Niles Trammell, president of NBC and Edward Klauber, CBS executive vice-president, to sanction the blanket form of contract for network use of ASCAP music in letters received early last week. CBS hopes to have the music back on the air by Oct. 15, but NBC mentioned no starting date, but asked for "earliest possible" action.

NBC's Position

In his letter sent to all NBC affiliates along with copies of the proposed contracts, Mr. Trammell, NBC president, explains NBC's wish to make a deal with ASCAP as follows:

"It has always been the belief of NBC, and I believe of the majority of radio stations affiliated with it, that it was desirable to have a full and complete catalog of all available music, in order to be in a position to render a complete service to the public and our advertisers.

"The only qualification to this statement has been that it was necessary that we be in a position to obtain such catalogs at a reasonable fee, and that music should be an open and competitive commodity. It is our feeling that this has been accomplished in the proposed agreement with ASCAP, and the new arrangement with BMI."

NBC desires to complete the arrangement with ASCAP, the letter continues, because: "ASCAP has offered us reasonable terms for the use of its music;" the anxiety of "a considerable number of our larger advertisers . . . to restore ASCAP music to their programs;" the government consent decree, "effected in order that broadcasters might have an opportunity to deal with ASCAP on a fair and economical basis," and the fact that "one of our competitive networks now has the use of the ASCAP catalog and many of its stations have also entered into local agreements with ASCAP."

After a detailed comparison between the new and old ASCAP contracts, Mr. Trammell declares: "ASCAP, in our opinion, has realized to the fullest extent the mistakes made in the past. It has executed a consent decree with the Government, and experience during the past nine months has demonstrated that its music is not indispensable. I believe for any broadcaster to take an arbitrary position against the use of ASCAP music at this time, in the face of the fair and reasonable offer that has been made by ASCAP, would cause advertisers and others to direct at the broadcasters the same criticism that had previously been directed at ASCAP.

"Furthermore, I am of the opinion that there is a possibility that unless an arrangement is made with ASCAP, that the Society may disintegrate and that broadcasters will then be in a position of having to deal individually with publishers and composers. This would be an untenable position, not only from an economic standpoint, but would result in innumerable lawsuits on infringement."

The CBS Attitude

The CBS conclusions, as outlined in the letter to its affiliates, written by Mr. Klauber, are:

"ASCAP music should be restored to the network, and to those stations that want it as we do for our owned and operated stations.

"Broadcast Music Inc. should be strongly and adequately supported by the entire industry in order that we may never again find ourselves without an alternate competitive source of music."

CBS, he adds, "is willing to bind itself to giving such substantial support so long as the stations are willing to maintain BMI." The broad basic principles of the music situation he describes as follows:

"Broadcasting should have available to it the fullest and richest supplies of good music of all kinds so that musical programs may offer to the listening audience the best that there is.

"Broadcasters should always be willing to pay enough for such music so that there may be a substantial inducement to a large number of persons and organizations to produce it for our use and so that the source of one of the most important elements in our program building shall not dry up.

"Broadcasters should never be in the helpless position which confronted them for many years, of having to buy their music very largely from one source and thus of being robbed of any substantial bargaining or negotiating power.

Live and Let Live

"Once being in a negotiating position, broadcasters should never seek the economic destruction of any organization offering to sell its music under fair terms and condition, but should be willing to deal on a live-and-let-live basis.

"Above all, broadcasters must never boycott anybody's music, and must never use their own organization, BMI, as an instrument of boycott."

Reviewing the situation between ASCAP and the broadcasting industry over the past several years: The failure to negotiate a satisfactory contract, the formation of BMI, the break Jan. 1 and the re-

WDRC
CONNECTICUT'S PIONEER BROADCASTER
First in E. B. I.
WDRC's Primary Market is Connecticut's Major Market—and Connecticut still leads the country in Effective Buying Income. You can't afford to miss your sales opportunity in this market—and on this station.
Basic CBS for Connecticut

Now You Tell One!
Advertisers by the score are telling their story over WAIR. NOW YOU TELL ONE. When you check results, you're mighty likely to say "It ain't so!"
WAIR
Winston-Salem, North Carolina
National Representatives
International Radio Sales

INS
"FLASH and EXCLUSIVE are words potent on any newscast. INS affords their use often." Henry Orbach, KARK, Little Rock.
INTERNATIONAL NEWS SERVICE

The Northwest's Best Broadcasting Buy
WTCN
AN NBC STATION
MINNEAPOLIS ST. PAUL
Owned and Operated by ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS DAILY TIMES.
FREE & PETERS, INC. — Natl. Rep.

cent renewal of negotiations, Mr. Klauber continues:

"It became evident that, although we could and did maintain and increase our business without ASCAP music, since ASCAP controlled the rights over very substantial and important parts of the good popular music of the past 56 years, our programs could never reach their utmost in quality and variety without the ASCAP catalogs. It was, therefore, desirable to get this music back on the air as soon as a fair deal could possibly be negotiated.

"We can say to you that in our judgment the contract into which we now propose to enter with the society is the first fair and equitable one we have ever been able to negotiate with it.

"The fact that some very great advances have been made in this respect is, we hope and believe, testimony that we are dealing with an ASCAP which is manifesting a new spirit and which is now willing and eager to meet the broadcasters on the ground of fair business dealing in the hope of re-establishing with all of us sound, harmonious and profitable relationships, over a long period of years."

Analyzing the network contracts, both letters begin by pointing out that stations need not take out local ASCAP licenses in order to carry network programs of ASCAP music, under the clearance-at-the-source provision which also requires ASCAP to indemnify stations against liability for network infringement suits.

Former requirement that stations must have ASCAP contracts to get network service gave ASCAP a strong club to make stations sign up that it no longer has. In place of former five-year contracts, new one runs for more than eight years, with an automatic renewal at the same scale and provision for arbitration or cancellation by the broadcasters if ASCAP requests increases they do not like, the letters state, stressing also the fact that the stations are not asked to pay anything for network sustaining programs and only 2¾% of their income from network commercials, as compared to the 5% formerly paid ASCAP.

Clearance at Source

The CBS letter also mentions the provisions for extension of the clearance-at-the-source principle to transcribed commercial programs as well as network, for indemnifying music in ASCAP's foreign catalogs, and for arbitration or cancellation in case of "substantial diminution in either the use which can be made of ASCAP music or in the present repertory itself" as notable improvements over previous ASCAP contracts.

Both network letters illustrate the lowered music costs to stations for both local and network commercial programs under blanket license. For local commercials, they state, the station pays to BMI a maximum of 1.66% of time sales, and is asked to pay ASCAP 2.25% of 85% (15% is allowed for sales costs), or 1.9% of full local sales. The total is slightly under 3.6% for both BMI and ASCAP music, "a reduction of more than 28% from the flat 5% which you paid for ASCAP music alone in 1940," as CBS explains.

Calculating the Rates

For network programs, the station would pay the 1.66% to BMI plus 2.75% to ASCAP, or 4.41% of its income on such programs for all music in both repertories, compared to 5% for ASCAP alone last year. NBC also describes the per program licenses, pointing out that the 8% fees for commercial programs using ASCAP music and the 2% fees for those using ASCAP music incidentally apply after deduction of discounts and commissions, bringing them down to 6.8% and 1.7%, respectively. On the per program sustaining license of 1% of highest card rate of time used, NBC emphasizes that "in no event shall the total fees paid under this form of license exceed that which you have paid under the blanket sustaining license."

Both networks stress the fact that their payments for music under the proposed contracts will increase as those of the stations decrease. CBS says that "our increased cost for BMI and ASCAP music on the basis of our 1940 revenue is $237,000," while NBC estimates its annual increase at more than $250,000. Both leters ask for prompt replies, CBS expressing the hope "to put this music back on the air on Oct. 15" and NBC stating the importance of closing the agreement and advising its clients "so they can start their programming plans at the earliest possible moment."

CONTROL ROOM CONFERENCE with the sponsor and agency represented, preceded the return of *Tom Mix Ralston Straight Shooters* on NBC-Blue Sept. 29. The children's quarter-hour is heard Monday through Friday at 5:45 p.m. Seated (l to r): Charles E. Claggett, radio director of Gardner Adv. Co., St. Louis; Ted MacMurray, NBC producer of the program; C. L. Mesner, NBC national production manager; Elmer G. Marshutz, president of Gardner; Donald Danforth, president of Ralston Purina Co., St. Louis. Standing: M. R. Schoenfeld, NBC salesman. The program has a wide adolescent following.

Mennen Gift Spots

MENNEN Co., Newark (shaving materials), during November and December will use a series of one-minute announcements to plug four Christmas gift boxes designed by leading artists at the end of each broadcast of *Captain Flagg & Sergeant Quirt*, Sunday 7:30-8 p.m., on the same 62 NBC-Blue stations. H. M. Kieswetter Adv. Agency, New York, is handling the account, while Russel M. Seeds, that city, handles the net show.

Local FM Drive

LOCAL CAMPAIGN to promote sales of its FM radios is currently under way in Rochester by Stromberg-Carlson Telephone Mfg. Co. dealers, who, in addition to using other media, are sponsoring *Treasury of Music*, halfhour six times weekly program on W51R, Rochester's FM station. Series features high fidelity recordings of classical and semi-classical music with Wednesday nights shows devoted to live talent and FM demonstration records. At the conclusion of the first week of the campaign, to run through December, Stromberg officials indicated the program had produced "more favorable reactions and interest in FM than at any time during the past few years." Agency handling the dealer advertising is McCann-Erickson, New York.

Restaurant Resumes

TO GIVE those unable to attend the World Series a play-by-play summary of each day's game, Howard Johnson's Ice Cream Shops and Restaurants in the Eastern area sponsored last week on WEAF, New York, the period 5:45-6 p.m. with Charles Noble describing the plays of each inning. Agency in charge is M. H. Hackett, New York.

Parker Series on MBS

PARKER PEN Co., Jonesville, Wis., on Oct. 5 started a musical series on MBS using Sunday quarter-hour programs featuring song hits from Walt Disney's movies and titled *Walt Disney's Song Parade*. All tunes broadcast are ASCAP tunes, and the series is heard in the interests of Quink, the company's ink product. Agency is Blackett-Sample-Hummert, Chicago.

WGNY
1000 WATTS
NEWBURGH, N. Y.

SINCE 1933

Eight years of intimate dealing with Hudson valley people and business concerns has earned for WGNY an appreciative listening audience . . . in an able-to-buy market.

Now, with 1000 watts of power on a clear, regional channel, WGNY is equipped to do a banner job for you and your clients this fall . . . and next year, too.

Don't fail to include WGNY on your list of "must" stations.

BUY WGNY

WGNY
REPRESENTED BY
HEADLEY-REED CO.

5,434 MAIL REQUESTS IN 28 DAYS
(Certified Mail Count Aug. 24 thru Sept. 20)
"The Listening Habit of Central New England"
750 Kc. WHEB 1000 Watts
PORTSMOUTH, N. H.

Sweeney Quits WMCA

RAY SWEENEY, for the last two years director of continuity of WMCA, New York, will resign Oct. 10. He will be succeeded by Irwin Naitove, present assistant director. After a month's rest, Mr. Sweeney will take up new duties, as yet unannounced. He was formerly a writer with Pedlar & Ryan, New York, and afterward with KMOX, St. Louis. Prior to entering radio he was a reporter on the *Kansas City Star*.

Smoker Cigar Spots

WEBSTER-EISENLOHR, New York (Smoker cigars), is planning a campaign of one-minute announcements on an unnamed number of stations to start within the next few weeks. Company is also using spots on 16 stations for Tom Moore cigars, placed through N. W. Ayer & Sons, New York [BROADCASTING, Sept. 15]. Roberts & Reimers, that city, handles Smoker cigar advertising.

Camel Renewal

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camel cigarettes), on Oct. 16 renewed for 13 weeks sponsorship of *Xavier Cugat and His Music* on WRCA and WNBI, NBC's international stations. Program to Central and South America is a Spanish version with announcements, as prepared by Ken Smith of the international division, of Cugat's regular NBC-Red program on Thursdays. Wm. Esty & Co., New York, is the agency.

Barber Gets Trophy

WALTER L. (Red) BARBER, sports announcer of WOR, New York, has been awarded the *Sporting News* trophy as "best play-by-play baseball announcer". Presentation was made Oct. 2 by J. Taylor Spink, editor of the magazine. It is the second time Barber has won the trophy. Last year Bob Elson, his World Series partner, was winner.

Plans for Lava

PROCTER & GAMBLE Co., Cincinnati (Lava soap), through its new agency, Biow Co., New York, which took over the Lava account effective Sept. 15, is planning a campaign of one-minute transcribed announcements to get under way Oct. 13 or 20 on about 25 stations in as many markets.

Wilbert Series

WILBERTS PRODUCTS Co., New York (No-Rub floor and shoe polish), on Sept. 30 launched a campaign of one-minute transcribed announcements on an undisclosed number of stations. Campaign is to run through November 15. Agency is W. I. Tracy Inc., New York.

Jaeger to Compton

HAROLD JAEGER, formerly an account executive of J. Walter Thompson Co., New York, and Benton & Bowles, New York, has joined Compton Adv., New York, in the same capacity.

Five Cities Named For AFRA's Code

Would Be Added as Points of Network Originations

AMERICAN Federation of Radio Artists is preparing a letter to go to advertising agencies this week announcing the union's intention of adding five cities to the four already covered as network origination points under the provisions of the AFRA network commercial code of fair practice. Code as now drawn covers network programs emanating from New York, Chicago, San Francisco and Hollywood, and if the proposed extension goes into effect Cincinnati, Cleveland, Detroit, St. Louis and Washington will be added.

Code extension would establish for all network programs originating from the five extra cities minimum wages at 20% beneath the minimums set for the major origination points. This 20% differential has already been set up for all stations in those cities with which AFRA has contracts, the union stated, and the proposed extension would make it uniform for all network programs from those cities.

Fee for Cut-Ins

AFRA has also established a $5 minimum fee to be paid announcers for making cut-in announcements on network programs. Rate will apply, AFRA states, at all stations who present AFRA contracts do not call for a higher minimum for such announcements.

Negotiations between AFRA and the managements of KGKO, Fort Worth, and WFAA, Dallas, have reached an impasse and it is probable that Emily Holt, national executive secretary of AFRA, will go to Texas early this week in an effort to effect a settlement. Stations, according to information available in New York last week, have refused to give the union recognition as exclusive bargaining agent for staff artists. WFAA is licensed to A. H. Belo Corp., publisher of *The Dallas News*, which is also half-owner of KGKO, whose remaining stock is held by Amon Carter, publisher of the *Fort Worth Star-Telegram*.

AFRA board last week ratified contracts recently negotiated with WINX, Washington, and WKAT, Miami. Contracts are said to be standard AFRA pacts, calling in each case for wage increases for staff employes.

Reynolds Resumes

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Prince Albert pipe tobacco), on Sept. 30 resumed *Jim Britt's Sports Review* on 18 Yankee Network stations, Tuesdays, Thursdays and Saturdays 6:15-6:30 p.m. Company sponsored the program last year but discontinued it in December. In addition, R. J. Reynolds sponsors *Penthouse Party* and *Xavier Cugat* on NBC and *Blondie* on CBS. William Esty & Co., New York, handles the account.

Nehi Using 325

NEHI Corp., Columbus, Ga., is starting the most extensive radio campaign in the history of the company, using one-minute transcribed jingle announcements and chain breaks three to six times a week on approximately 325 stations—a 300% increase over last year's drive—to advertise Royal Crown Cola. Contracts for 52 weeks were placed through BBDO, New York.

Wilson News

WILSON & Co., Chicago (Ideal dog food), is using a varied schedule of news broadcasts on WSB WMAQ KRLD KTRH KDYL KMOX; participations on WICC WABC WOW KYW KDKA WGY; one-minute announcements on WLW KLZ KSTP WREC WADC, and a 50-word announcement six times daily on WDGY, Minneapolis. U. S. Adv. Corp., Chicago, is agency.

Rockwood Spots

ROCKWOOD & Co., Brooklyn (chocolate bits), is currently launching its fall campaign of participations, 3-6 times weekly, on the following 19 stations: WFBR WLBZ WAAB WBZ-WBZA WLS WGAR KLZ WTIC KHJ KSTP WLLH WOR KDKA WCSH WJAR WSBT WRC WTAG. Campaign is to run through next February. Federal Adv. Agency, New York, handles the account.

General Mills Discs

GENERAL MILLS, Minneapolis (Wheaties), sponsors of *Jack Armstrong*, children's quarter-hour on MBS Monday through Friday at 5:30 p.m., is placing the serial on 25 stations on a spot basis via transcription. Program is recorded off the line by NBC Radio-Recording department, Chicago. Knox Reeves Adv., Minneapolis, is agency.

Dodge Drive

DODGE DIVISION, Chrysler Motor Corp. (Dodge cars), is conducting an intensive two-week campaign of one-minute transcribed announcements ending Oct. 12 for the new Dodge on 89 stations in 74 cities throughout the country. Agency is Ruthrauff & Ryan, New York.

Talent Sale in Court

PROTEST against CBS for the recent sale of its Artist and Concert Bureaus to Music Corp. of America has been filed in New York Supreme Court in a test action brought by Calvin E. Fritts, holder of 50 shares of Class B CBS stock. Plaintiff claims prices of $150,000 and $176,000 obtained by CBS were "inadequate" and is seeking appraisal of his stock and payment from CBS. Justice Peter Schmuck has reserved decision following the network's motion for dismissal of the case, and no further action will be taken until the decision is rendered.

Meet-the-Misses Spots

ELITE SOCIAL Introduction Club, Los Angeles (lonely hearts club), to promote membership, on Oct. 5 launched a four-week test campaign, sponsoring a weekly half-hour program of recorded music on KFVD, that city. Robert Swan is announcer. This is said to be the first time that such an organization has included West Coast radio in its advertising schedule.

WHERE THEY'LL DO THE MOST GOOD!
TEXAS' BOOMING GULF COAST INDUSTRIAL AREA
560 KC 1000 WATTS NBC BLUE FULL-TIME
KFDM BEAUMONT
ed by HOWARD H. WILSON COMPANY

KINY
"The Friendly Voice of the Capital"
KINY has hundreds of prominent visitors each year. On its guest books are such names as the late Will Rogers, Lew Ayers, Freeman Corden, Patty, Robert Taylor, Harold Ickes, Jim Farley, and Thomas Beck.
Executive Offices
Am. Bldg., Seattle, Wash.

1000 WATTS - 5000 WATTS UNDER CONST.
Juneau-Alaska
JOSEPH HERSHEY McGILLVRA
NATIONAL REPRESENTATIVES

Where Sales Multiply
W Air Castle of the South &
50,000 WATTS CLEAR CHANNEL
WSM
NASHVILLE, TENNESSEE
OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

WRVA COVERS RICHMOND AND NORFOLK IN VIRGINIA!
50,000 WATTS
DAY AND NIGHT
COLUMBIA AND MUTUAL NETWORKS
PAUL H. RAYMER CO. NATIONAL REPRESENTATIVE

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

SEPTEMBER 27 TO OCTOBER 3 INCLUSIVE

Decisions . . .

SEPTEMBER 30

WMAL, Washington—Application for voluntary assignment license to M. A. Leese Radio Corp. placed in pending file under Order 79.

OCTOBER 1

KFEQ, St. Joseph, Mo.—Granted CP increase 5 kw, hours to unl., install and move new transmitter, directional D & N.

KDON, Monterey, Cal.—Granted CP increase 250 w unl., install new transmitter.

WMVA, Martinsville, Va.—Granted consent voluntary assignment license from William C. Barnes and Jonas Weiland to Martinsville Broadcasting Co. for $13,100.

DESIGNATED FOR HEARING—**WLOL, Minneapolis,** CP new transmitter, change 630 kc increase 5 kw D; **WMIN, St. Paul,** CP 630 kc increase 1 kw N 5 kw D directional, new transmitter (jointly with WLOL); **KFDA, Amarillo, Tex.,** license renewal; **WELL, Battle Creek, Mich.,** same; **KSAN, San Francisco,** CP change 1460 kc 1 kw D & N, new transmitter; **NEW, John R. Scripps, Ventura, Cal.,** CP new station 1460 kc 1 kw unl. (jointly with KSAN).

MISCELLANEOUS—**WGST, Atlanta,** denied petition reconsider and grant without hearing license renewal; **WBOW, Terre Haute, Ind.,** denied petition rehearing against WASK grant and specifying WASK modify CP new station to 1450 kc 250 watts unl.

KFGQ, Boone, Ia.—Granted CP change 1260 kc increase 250 w D.

KFVD, Fort Dodge, Ia.—Granted modification license fulltime on 1400 kc when KFGQ shifts frequency.

WFAA, Dallas; WBAP, Fort Worth—Dismissed petition rehearing against WAIT grant; modify grant to ltd. sunset Dallas; declared Order 74 not applicable to WAIT under grant of 4-30-41.

Applications . . .

SEPTEMBER 29

WKWK, Wheeling, W. Va.—Modification license 250 watts.

WFIG, Sumter, S. C.—Modification license 250 watts.

NEW, J. M. West, J. Marion West, Wesley W. West & P. M. Stevenson, Houston—Amend applic. CP new station to omit name J. M. West (deceased).

KXRO, Aberdeen, Wash.—CP change 1520 kc increase 1 kw install new transmitter.

KIDO, Boise, Ida.—CP increase 5 kw D & N install new transmitter.

NEW, Greater New York Broadcasting Corp., New York—CP new FM station 48.7 mc 8,500 sq. mi. 11,431,600 population. (received Mar. 1, 1941, but FCC through error failed to report).

SEPTEMBER 30

WAGE, Syracuse, N. Y.—CP increase 5 kw, directional changes, install new transmitter.

NEW, McKeesport Broadcasting Co. Inc., McKeesport, Pa.—CP new station 960 kc 1 kw D.

OCTOBER 2

NEW, Midstate Radio Corp., Utica, N. Y.—Amend applic. CP new station 1470 kc 1 kw directional D & N.

NEW, The Baltimore Radio Show Inc., Baltimore—CP new FM station 45.9 mc 4,980 sq. mi. 1,393,884 pop.

WLAV, Grand Rapids, Mich.—CP change 930 kc increase 1 kw install new transmitter directional N.

WIBC, Indianapolis, Ind.—CP increase 5 kw N 10 kw D with equipment changes.

KTAR, Phoenix—CP change directional system to N only.

KWKW, Pasadena, Cal.—Modification CP change frequency to 830 kc.

Tentative Calendar . . .

NEW, Utica Observer-Dispatch Inc., Utica, N. Y., CP new station 1450 kc 250 w unl.; **NEW, Utica Broadcasting Co. Inc., Utica,** same; **Midstate Radio Corp., Utica,** same (consolidated hearing, Oct. 6).

Oral arguments in connection with hearing multiple ownership under order No. 84. (Oct. 6).

KIDW, Lamar, Col., license renewal. (Oct. 8).

WSAM, Saginaw, Mich., modification license 1400 kc 250 w (Oct. 10).

Radio Easy to Install Is Developed for Ships

TO MEET speed requirements of the emergency shipbuilding program, Federal Telegraph Co., a subsidiary of IT&T, has designed and is producing a new type of commercial marine radio equipment which can be installed on board ship in one-fifth of the time usually required.

The new unit combines in a single cabinet the radio equipment which ordinarily requires as many as 12 separate units and eliminates the intricate system of interconnecting wires in the radio cabinet. It is practically ready to plug in at the power supply and antenna when delivered aboard ship. Among vessels on which it is to be installed are the 312 Liberty-type ships now being built by the Maritime Commission.

ACA-WHN Negotiations

AMERICAN COMMUNICATION Assn. (CIO) reports that negotiations for a contract covering the technical employes of WHN, New York, are under way with the station management. ACA says it has organized engineers at WBAL, Baltimore, and has asked the station for recognition. ACA has also filed charges against WBAL with the NLRB for the discharge of two men (allegedly for union activities. Station staff was organized by Lou Littlejohn, head of ACA's Broadcast Local 1.

NEW YORK FM LINK
NBC Equips WEAF and WJZ
For Emergencies

AN ADDITIONAL safety factor to ensure the uninterrupted broadcasting of NBC programs in New York, network engineers have installed FM receivers at the transmitter houses of WEAF and WJZ, New York keys of the Red and Blue networks, located at Port Washington, L. I., and Bound Brook, N. J., respectively.

These receivers, equipped with special antennas mounted atop the transmitter houses, will be always tuned to W2XWG, NBC's experimental FM station, whose transmitter is located in the tower of the Empire State Bldg., site also of NBC's television station, WNBT.

Should breaks occur in the lines connecting the NBC studios in Radio City with either WEAF or WJZ, the programs of that station would immediately be switched to W2XWG, whose signal would then be picked up by the receiver at the transmitter and, by the turn of a key, be fed directly into the input of the transmitter. FM broadcasting's freedom from static created by storms, which would also be responsible for line breaks, would make an FM link between studio and transmitter a satisfactory substitute for the regular lines, it was said.

KMA, Shenandoah, Ia., reported that an estimated 75,000 people attended the 16th annual KMA Jubilee celebration in Shenandoah, Sept. 24-27.

Courtesy Nation's Business

"They Want Time-and-a-Half for Overtime or They Won't Go On With It!"

Stromberg Loudspeaker Granted U. S. Patent

PATENT claims for a coaxial loudspeaker system offering four major improvements in reception in high-fidelity FM receivers have just been granted by the U. S. Patent Office to Benjamin Olney, director of research of the Stromberg-Carlson Telephone Mfg. Co., Rochester.

Dr. Ray H. Manson, general manager of the company, in describing the importance of Olney's new invention, listed the improvements springing from the use of the new systems as follows: (a) it makes possible a wide and smooth audio frequency range of 50 cycles to 15,000 cycles, as required for the maximum audio transmission made possible by the FM system of broadcasting; (b) the result is achieved with no peaks and valleys to give boomy reproduction in the bass and no harsh or disagreeable reproduction in the treble end of the scale; (c) the high frequencies are spread through a comparatively wide arc, so as to give natural reproduction to listeners located outside the exact axis of the speaker system; (d) the audio volume capacity of the speaker system is stepped up to accommodate the increased dynamic range made possible by the FM system of broadcasting.

WJZ's 20th Year

SPECIAL NBC programs as well as local broadcasts and announcements will be presented all this week in honor of WJZ, New York NBC-Blue outlet, which on Oct. 1 celebrated its 20th year on the air. First broadcast of "WJZ's 20th Anniversary Week" was heard Sunday evening when the "old-timers" of radio got together for a nostalgic half-hour of reminiscences with Milton Cross and Tom Powers as m.c.'s. Television, too, in 1921 was realized in its present form, will salute WJZ this week with a special program on NBC's television station WNBT featuring former and present radio stars re-enacting programs as they were done 20 years ago.

WE Names McKernan

JOHN F. McKERNAN, until recently chief of equipment in the OPM Production Division, has returned to Western Electric Co. in the newly created post of manager of defense program planning, according to a recent WE announcement. Headquartering in Kearney, N. J., Mr. McKernan is to set up an organization to integrate defense production with the manufacture of telephone apparatus for the Bell System. He will be assisted by George R. Logan, who was associated with him in Washington after previous experience with Western Electric.

To Honor Fr. Murgas

A CAMPAIGN for funds to commemorate the achievements of the late Rev. Joseph Murgas, of Wilkes-Barre, Pa., in the field of radio research, was decided upon Sept. 26 in Reading, Pa., at the closing session of the convention of the Slovak Russian and Greek Catholic Union. A committee named to organize the campaign reported that Father Murgas, who died in 1929, "is credited with the first important discoveries in the radio field which eventually led to present-day radio." The union will prepare a brochure on Father Murgas' works and sponsor research into his career.

Network Accounts

All time EST unless otherwise indicated.

New Business

PARKER PEN Co., Janesville, Wis. (Quink ink), on Oct. 5 started *Walt Disney's Song Parade* on 78 MBS stations, Sun., 3:30-3:45 p.m. Agency: Blackett-Sample-Hummert, Chicago.

JOHNS-MANVILLE Corp., New York, on Sept. 29 started *Last Minute News From All Over the World* with Frazier Hunt on CBS, Mon. thru Fri., 6:10-6:15 p.m. Agency: J. Walter Thompson Co., N. Y.

TIME INC., New York (magazine), on Oct. 9 starts *The March of Time* on 110 NBC-Blue stations, Thurs., 8-8:30 p.m. Agency: Young & Rubicam, N. Y.

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camels), on Oct. 8 starts *Penthouse Party* on 100 NBC-Blue stations, Wed., 9:30-10 p.m. Agency: Wm. Esty & Co., N. Y.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Prince Albert pipe tobacco), on Sept. 30 resumed *Jim Britt's Sports Review*, Tues., Thurs., Sat., 6:15-6:30 p.m. Agency: William Esty & Co., N. Y.

STUDEBAKER SALES Corp., South Bend (autos), on Sept. 30 started for five weeks *News & Views* with John B. Hughes on 32 Don Lee stations, Tuesday, Thursday, Saturday, 7-7:15 p.m. (PST). Agency: Roche, Williams & Cannyngham, Chicago.

JOHNS MANVILLE Corp., New York (building materials), on Sept. 29 began *Frazier Hunt News* on 27 CBS stations, Mon. thru Fri., 6:10-6:15 p.m. Agency: J. Walter Thompson Co., N. Y.

GENERAL FOODS, Toronto (Jello), on Oct. 2 starts *Le Curi de Village* on CBF, Montreal; CBV, Quebec; CBJ, Chicoutimi, Que.; CHCK, Hull, Que.; Thurs. 8-8:30 p.m. (EDST). Agency: Baker Adv. Agency, Toronto.

PEOPLE'S CREDIT JEWELERS, Toronto (chain stores), on Sept. 28 started *People's Musical Class* on CFRB, Toronto; CHMI, Hamilton, Ont.; CKOO, Ottawa; Sun. 8:30-9 p.m. (EDST). Agency: MacLaren Adv. Co., Toronto.

TUCKETTS Ltd., Hamilton, Ont. (cigarettes), on Oct. 7 starts *Buckingham Cigarette Program* on 15 eastern Canadian Broadcasting stations, Tues. 8:30-8:55 p.m., with repeat on 14 western CBC stations Tues. 12-12:30 p.m. (EDST). Agency: MacLaren Adv. Co., Toronto.

GENERAL FOODS, Toronto (Jello), on Oct. 5 started *Jack Benny* on 27 Canadian Broadcasting Corp. stations, Sun. 8-8:30 p.m. (EDST). Agency: Baker Adv. Agency, Toronto.

UNDERWOOD ELLIOTT FISHER, Toronto (business machines), on Oct. 12 starts *Ernest Seitz Musicale* on CBL, Toronto; CBO, Ottawa; CFCF, Montreal; Sun. 1:30-1:55 p.m. (EDST). Agency: J. J. Gibbons Ltd., Toronto.

Renewal Accounts

EVERSHARP Inc., Chicago (pens and pencils), on Oct. 5 renewed *Take It or Leave It* on 73 CBS stations, Sun., 10-10:30 p.m. Agency: Biow Co., N. Y.

UNION OIL Co., Los Angeles, on Oct. 6 renewed for 39 weeks *Nelson Pringle*, news analyst, on 3 CBS Pacific Coast stations (KNX KSFO KARM), Mon. thru Fri., 7:45-8 a.m. (PST). Agency: Lord & Thomas, Los Angeles.

P. LORRILARD Co., New York (Beechnut cigarettes), on Oct. 15 renews for 11 weeks *Tommy Riggs & Betty Lou* on 6 NBC Pacific Red stations, Thurs., 8:30-9 p.m. (PST). Agency: J. Walter Thompson Co., N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Super Suds), on Sept. 22 renewed *Story of Bess Johnson* on 63 NBC-Red stations, Mon. thru Fri., 10-10:15 a.m., for 53 weeks. Agency: Sherman & Marquette, Chicago. Program formerly advertised Palmolive soap, placed through Ward Wheelock Co., Philadelphia.

AMERICAN TOBACCO Co., New York (Lucky Strikes), on Nov. 3 renews *Your Hit Parade* on 108 CBS stations, Sat., 9-9:45 p.m. Agency: Lord & Thomas, N. Y.

Network Changes

GENERAL MILLS, Minneapolis (Wheaties), on Oct. 6 replaces *By Kathleen Norris* with *Stories America Loves* on 32 CBS stations, Mon. thru Fri., 9:45-10 a.m., adding a rebroadcast on nine CBS Pacific stations, 11:45 a.m.-12 noon. Agency: Knox-Reeves Adv., Minneapolis.

S. C. JOHNSON & SON, Racine (floor wax), on Sept. 30 added 30 stations to *Fibber McGee & Molly*, making a total of 129 NBC-Red stations, Tues., 9:30-10 p.m. Agency: Needham, Louis & Brorby, Chicago.

D. L. CLARK Co., Pittsburgh (candy bars), shifts *Service With a Smile* on 43 NBC-Blue stations, Thurs., from 8-8:30 p.m. to 8:30-9 p.m. after the initial broadcast, Oct. 2. Agency: A. P. Hill Co., Pittsburgh.

PROCTER & GAMBLE Co. of Canada, Toronto (Oxydol), on Sept. 29 changed *Women In White* from 10:30-10:45 a.m. to 12:30-12:45 p.m. (EDST), Mon. thru Fri. Agency: Blackett-Sample-Hummert, N. Y.

S. C. JOHNSON & SON, Brantford, Ont. (floor wax), on Sept. 29 replaced the previously planned French show *Voulez-Vous Savoir, Madame* with *The Old Schoolmaster* on CBF, Montreal; CBV, Quebec, and CBJ, Chicoutimi, Que., Mon., Wed. and Fri. 10:30-10:45 a.m. (EDST). Agency: Vickers & Benson, Toronto.

WEEKLY PUBLICATIONS, New York (*Newsweek*), on Oct. 1 shifted *Ahead of the Headlines* on 22 NBC-Blue stations from Thurs., 10:30-10:45 p.m. to Wed., 10:30-10:45 p.m. Agency: Tracy-Locke-Dawson, N. Y.

BROWN & WILLIAMSON TOBACCO Corp., Louisville (Raleigh cigarettes), on Oct. 7 replaces *College Humor* with *Raleigh Program* on 122 NBC-Red stations, Tues., 10:30-11 p.m. Agency: Russel M. Seeds Co., Chicago.

PROCTOR & GAMBLE Co., Cincinnati (Duz), on Nov. 3 replaces *The Goldbergs* with *The Bartons* on 31 NBC-Red stations, Mon. thru Fri., 11:30-11:45 a.m. Agency: Compton Adv., N. Y.

LEVER BROS. Co., Cambridge, Mass. (Rinso), on Oct. 10 resumes *Grand Central Station* on 65 NBC-Red stations, Fri., 7:30-8 p.m. Agency: Ruthrauff & Ryan, N. Y.

Streamlined Breaks

WHEN A KXOK announcer makes a station break these days, he no longer reels out the standard "This is KXOK, the *Star-Times* in St. Louis". Instead, his break might sound something like: "This is KXOK, the station that brings you the *Quiz Kids* at 8 o'clock tonight!" Realizing that many listeners identify the station to which they listen not by call letters nor by network, but by their favorite program, KXOK has adopted this streamlined method of plugging station and programs at one swoop.

Lambeth Plans Opening Of Greensboro Station

RALPH M. LAMBETH, president and general manager of the new WGBG, Greensboro, N. C., announced last week the new local expects to go on the air in late November. Mr. Lambeth, who has been manager of WMFR, High Point, N. C., for the last two years, is 40% stockholder in WGBG, with his parents, James E. Lambeth, Thomasville, N. C., furniture manufacturer, and Helen McAulay Lambeth holding 20% and 40% respectively.

The Lambeths, who also own WMFR, received their construction permit for WGBG last Aug. 5 when the FCC authorized operation on 980 kc. with 1,000 watts. Western Electric transmitter, Gates speech equipment and a Blaw-Knox tower have been ordered. Mr. Lambeth expects to announce additional staff appointments soon.

WMUR Joins Blue

WMUR, Manchester, N. H., on Oct. 2 joined NBC as a Basic Blue Supplementary station, while WFEA, Manchester, switched to the NBC-Red network. WMUR, owned by Radio Voice of New Hampshire, operates on 610 kc., 5,000 watts day and 1,000 watts night. WFEA, operating on 1370 kc., 1,000 watts day, 500 night, is owned by New Hampshire Broadcasting Co.

KC on 100

JAQUES MFG. Co., Chicago (KC Baking Powder), in the most extensive radio campaign in the company's history, is placing one-minute and half-minute live and transcribed announcements 12 times weekly on more than 100 stations. Business is being placed direct by Charles Hendrickson, advertising manager.

WTRY Names Walker

CECIL T. WALKER has been named service director of WTRY, Troy, N. Y., in charge of the station's new merchandising department, according to William A. Riple, WTRY commercial manager. The station will offer a complete merchandising service to advertisers in the Tri-Cty area for the first time, Mr. Riple stated in making the announcement. Mr. Walker formerly was with WSYR, Syracuse.

Lowest National Rates in New Orleans!

QUARTER HOUR—ONE TIME

Daytime

RED	30.00
BLUE	30.00
C.B.S.	65.00
MUTUAL (WNOE)	20.00

WNOE

New Orleans' Greatest Radio Value

A Mutual Affiliate

CHNS

HALIFAX, NOVA SCOTIA

ONE OF THE FINEST EQUIPPED RADIO STATIONS OF CANADA

U. S. Representatives:
JOS. WEED & CO.
350 Madison Ave.
New York

U.P. *gives you*

"THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS"

WFBG

ALTOONA, PA.

- NBC RED
- 250 WATTS
- FULL TIME OPERATION
- RAILROAD SHOPS ON FULL TIME SCHEDULE

WFBG provides the only full coverage of the Altoona trading area.

1340 **WINX** Washington's Own Station

WIN WASHINGTON WITH WINX

WINX BUILDING • WASHINGTON, D. C.

LATEST LOG OF MEXICAN BROADCAST STATIONS BY FREQUENCIES

(Licensed or Authorized by the Mexican Ministry of Communications and Public Works as of September 1, 1941)

Where two or more power figures are used, upper is authorized power, lower is latest reported operating power.

N—Night Power. D—Day Power. C—Ciudad (City)

Call Letters	Location	Power in Watts
	580 KILOCYCLES	
XEMU	Piedras Negras, Coah.	250
	600 KILOCYCLES	
XEZ	Merida, Yuc.	2,000
	610 KILOCYCLES	
XEBX	Sabinas, Coah.	500
XERJ	Mazatlan, Sin.	500
	630 KILOCYCLES	
XEFB	Monterrey, N. L.	500
	660 KILOCYCLES	
XEBZ	Mexico, D. F.	500 100
	680 KILOCYCLES	
XED	Guadalajara, Jal.	1,000
	690 KILOCYCLES	
XEN	Mexico D. F.	5,000 1,000
XEAC	Tijuana, B. C.	5,000
	730 KILOCYCLES	
XEQ	Mexico, D. F.	50,000
	790 KILOCYCLES	
XERC	Mexico, D. F.	1,000 500
	810 KILOCYCLES	
XEFW	Tampico, Tam.	5,000 300
	830 KILOCYCLES	
XELA	Mexico, D. F.	1,000
	860 KILOCYCLES	
XEMO	Tijuana, B. C.	5,000
XEUN	Mexico, D. F.	5,000 1,000
	900 KILOCYCLES	
XEW	Mexico, D. F.	100,000
	910 KILOCYCLES	
XEAO	Mexicali, B. C.	250
	920 KILOCYCLES	
XEBH	Hermosillo, Son.	1,000
	940 KILOCYCLES	
XEDP	Mexico, D. F.	150,000 500
	950 KILOCYCLES	
XEGM	Tijuana, B. C.	2,500
	960 KILOCYCLES	
XEFE	Nuevo Laredo, Tam.	1,000 250
XEU	Veracruz, Ver.	500
XEHK	Guadalajara, Jal.	250 125
	970 KILOCYCLES	
XEK	Mexico, D. F.	500 200
XEJ	C. Juarez, Chih.	5,000 1,000
	980 KILOCYCLES	
XEFQ	Cananea, Son.	500
XEXT	Tepic, Nay.	1,000
	990 KILOCYCLES	
XET	Monterrey, N. L.	5,000
XECL	Mexicali, B. C.	5,000 1,000
	1010 KILOCYCLES	
XEJB	Guadalajara, Jal.	5,000
	1050 KILOCYCLES	
XEG	Monterrey, N. L.	150,000 50,000
	1090 KILOCYCLES	
XERB	Tijuana, B. C.	50,000
XEHR	Puebla, Pue.	250
	1110 KILOCYCLES	
XEFO	Mexico, D. F.	20,000 5,000
	1140 KILOCYCLES	
XENT	Nuevo Laredo, Tam.	50,000
	1150 KILOCYCLES	
XEJP	Mexico, D. F.	600 100
	1170 KILOCYCLES	
XECD	Puebla, Pue.	350
	1190 KILOCYCLES	
XELO	Tijuana, B. C.	50,000 10,000
	1220 KILOCYCLES	
XEB	Mexico, D. F.	100,000 20,000
	1250 KILOCYCLES	
XEAT	Parral, Chih.	600 250
XEH	Monterrey, N. L.	D-1,000 N-500
XETF	Veracruz, Ver.	100 500
XEDK	Guadalajara, Jal.	500 250
	1260 KILOCYCLES	
XEL	Mexico, D. F.	750 250
XEBL	Culiacan, Sin.	500
XEBM	San Luis Potosi, S. L. P.	150
XEDW	Minatitlan, Ver.	250
XEBU	Chihuahua, Chih.	100
XEBP	Torreon, Coah.	250
XEDF	Nuevo Laredo, Tam.	250
	1270 KILOCYCLES	
XEAX	Oaxaca, Oax.	500
XEFM	Leon, Gto.	100 20
XEBA	C. Guzman, Jal.	250 20
XEFV	C. Juarez, Chih.	250 100
XEME	Merida, Yuc.	500 400
XEGL	Navojoa, Son.	500
	1280 KILOCYCLES	
XEX	Monterrey, N. L.	500
XEE	Durango, Dgo.	100 50
XEOX	Los Mochis, Sin.	250
XELK	Zacatecas, Zac.	100
XEBW	Chihuahua, Chih.	600 250
XERL	Colima, Col.	250
XEAG	Cordoba, Ver.	250
	1290 KILOCYCLES	
XEDA	Mexico, D. F.	1,000 200
XEAP	C. Obregon, Son.	100 50
	1300 KILOCYCLES	
XEP	C. Juarez, Chih.	500
XES	Tampico, Tam.	5,000 100
	1310 KILOCYCLES	
XEC	Tijuana, B. C.	100
XEHV	Veracruz, Ver.	1,000
XEAD	Guadalajara, Jal.	500 150
	1320 KILOCYCLES	
XEAI	Mexico, D. F.	500
	1330 KILOCYCLES	
XEKS	Saltillo, Coah.	100
XEBO	Irapuato, Gto.	600
XECF	Los Mochis, Sin.	1,000 150
	1340 KILOCYCLES	
XELW	Guadalajara, Jal.	250
XEDH	Villa Acuna, Coah.	250 200
XEBK	N. Laredo, Tam.	100
XEFZ	Coatzacoalcos, Ver.	250
XECA	Tampico, Tam.	250
XECW	Cordoba, Ver.	250
XEFC	Merida, Yuc.	250 100
XEXS	Toluca, Mex.	100 75
XEMA	Fresnillo, Zac.	100
XEAA	Mexicali, B. C.	250 200
	1350 KILOCYCLES	
XEQK	Mexico, D. F.	1,000 400
XETB	Torreon, Coah.	500
	1360 KILOCYCLES	
XEBI	Aguascalientes, Ags.	250
XESA	Culiacan, Sin.	500
	1370 KILOCYCLES	
XEMR	Monterrey, N. L.	500
XEHF	Nogales, Son.	1,000
XEHL	Guadalajara, Jal.	500
XEA	Campeche, Cam.	250
XETQ	Orizaba, Ver.	250
	1380 KILOCYCLES	
XEMX	Mexico, D. F.	500 100
	1390 KILOCYCLES	
XEM	Chihuahua, Chih.	500
XEAZ	Reynosa, Tam.	250
	1400 KILOCYCLES	
XEAM	Matamoros, Tam.	250
XEAJ	Navojoa, Son.	100
XEI	Morelia, Mich.	250
XEKJ	Acapulco, Gro.	250
	1410 KILOCYCLES	
XEBS	Mexico, D. F.	750 200
	1420 KILOCYCLES	
XEDS	Mazatlan, Sin.	500
XEF	C. Juarez, Chih.	100
XEON	Tijuana, B. C.	2,000
	1430 KILOCYCLES	
XECZ	San Luis Potosi, S. L. P.	1,000 100
XEOK	Progreso, Yuc.	100
	1440 KILOCYCLES	
XELZ	Mexico, D. F.	1,000 250
XEFI	Chihuahua, Chih.	1,000
	1450 KILOCYCLES	
XEY	S. L. Rio Colorado, Son.	250
XEGC	Zamora, Mich.	100
XEBQ	Torreon, Coah.	250
XEDJ	Magdalena, Son.	100
XEFK	Merida, Yuc.	100
XERK	Tepic, Nay.	100
XEXE	Texcoco, Mex.	100
XEBJ	C. Victoria, Tam.	100
XEPP	Orizaba, Ver.	100
	1460 KILOCYCLES	
XETU	Tampico, Tam.	1,000
	1470 KILOCYCLES	
XEAU	Tijuana, B. C.	5,000 250
XESM	Mexico, D. F.	D-5,000 N-1,000
		500
	1490 KILOCYCLES	
XEJR	H. del Parral, Chih.	100
XEDR	Guaymas, Son.	100
XECH	Toluca, Mex.	250
	1500 KILOCYCLES	
XERH	Mexico, D. F.	500 400
	1550 KILOCYCLES	
XEBG	Tijuana, B. C.	1,000
	1570 KILOCYCLES	
XEAW	Reynosa, Tam.	100,000
	1590 KILOCYCLES	
XEMC	Mexico, D. F.	5,000 250

WSON Starts Soon

WITH Hecht Lackey as manager, the new WSON, Henderson, Ky., is expected to start operating on or about Nov. 10, according to Pierce E. Lackey, president of Paducah Broadcasting Co., licensee also of WPAD, Paducah, and WHOP, Hopkinsville. Gates transmitter and spech input and a Wincharger tower are now being installed. Complete staff has not yet been selected, but C. G. Sims has been named chief engineer, with Ernie Hall and William Walker as his assistants. The station will operate with 250 watts daytime on 860 kc.

Cranberries on 29

AMERICAN CRANBERRY EXCHANGE, New York (Eatmor cranberries), on Oct. 19 will launch a campaign of chain-break announcements, four times weekly, on 29 stations in United States and Canada. Contracts are for 6-13 weeks. BBDO, New York, handles the account.

Drawn for BROADCASTING by Sid Hix

". . . and Now, Folks of the All-Nite Frolic Club, We'll Play That Old Favorite, 'All the World Is Waiting for the Sunrise'!"

Rice's Campaign

RICE'S BAKERY, Baltimore, Sept. 29 launched a month-and-a-half campaign of one-minute transcribed announcements, 12-30 times weekly, on WRC and WMAL Washington; WBAL, WFBR, WCAO, Baltimore, and WDEL Wilmington. William A. Schaum Inc., New York, handles the account.

New UP Clients

TOTAL of 46 stations in 24 States have started United Press radio news service or have contracted for UP service since March, according to A. F. Harrison, UP radio sales manager, bringing the total subscribers to more than 520 stations. New clients are:

WSRR WPER WATL WRJC
WAYX WMBI WTAX WBOW
KROS WHLN WRDO WDBC
WJMS WJIM WMFG WHLB WJPG
KFUO KRBM KGIR KPFA WFTC
KAVE KGFL WOV WBBB WCBI
WRRN KADA KSWO WESC
WAZL WGAL WMRF WIP WORC
KBWD KIUN KVWC WJMA KVOS
KRKO KTBI KPQ WIGM KWKW

Alike?

When it comes to power they're alike as peas in a pod. But comparison shows one picks up twice as much yardage

IN RADIO IT TAKES MORE THAN POWER TO GAIN SALES

Entertainment . . . education . . . information, these, not power, are what make them listen. And that's why WSM so conscientiously studies listening habits . . . why WSM programs have won two Variety showmanship awards, Radio Stars Program Award, Radio Varieties Gold Cup Award and Billboard's Exploitation Award. Yes, that's why one of radio's largest talent and technical staffs keep always alert for new and better programs . . . and prove their worth with national favorites like the "Grand Ole Opry." Showmanship! That's the difference between power and effective advertising, and when it's coupled with 50,000 watts on a clear channel with one of America's lowest frequencies, you get a sales power that reaches a lot of people, makes them listen . . . and buy!

WSM's market is right in the heart of the South . . . America's fastest growing market which produces 70% of America's rayon; 67% of the nation's crude oil; 60% of the natural gas; 48% of the coal; 100% of the bauxite.

HARRY L. STONE, Gen'l. Mgr. WSM NASHVILLE, TENN.

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